

A STUDY OF
PUBLIC ATTITUDES TOWARD
CIGARETTE SMOKING AND
THE TOBACCO INDUSTRY
IN 1982

Prepared for
THE TOBACCO INSTITUTE
July 1982

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The ROPER ORGANIZATION, Inc.

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INTRODUCTION AND ANALYSIS

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INTRODUCTION

This is the eighth biennial national opinion survey we have conducted for The Tobacco Institute. Like all its predecessors it deals with public attitudes toward the smoking and health issue and attitudes towards both the tobacco industry and government regulation of it. In the more recent surveys in the series, a second focus of the studies has been on the passive smoking/non-smokers' rights issue.

This survey updates all major trend areas, as well as adding new questions on lifestyle habits and awareness of advertising.

A complete description of the survey methodology, sample size, interviewing dates, etc., as well as copies of the questionnaires used, may be found in the "Methodology" section following this "Analysis" section.

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HIGHLIGHTS OF THE STUDY

There is little encouraging to report to the industry from the results of this eighth study of public attitudes toward smoking and the industry. In the last study we reported there were indications that 1978 appeared to be a peak period in terms of reaction to the anti-smoking campaign, since the 1980 study showed little change on most trend measures. It now appears that 1978 and 1980 were plateaus, not peaks, for there is a decided rise in negative results on most measures in the current study--especially when smoking is focused on. Furthermore, negative attitude changes among smokers are more pronounced than among non-smokers, along with indications that smokers are becoming more sensitive about their smoking around others.

In summary, and with little documentation, the key trends are presented here. Full documentation is given in the "Detailed Analysis" that follows.

1. Attitudes toward smoking and smoking around others are more negative than at any time in the past, especially when smoking is focused on.
 - Of six possible health hazards that could have an effect on longevity, over half cite "smoking a pack of cigarettes a day." While smoking continues to rank second to "a lot of tension and stress," it is up eight points in two years.
 - Two-thirds of Americans now believe that it is probably hazardous to be around people who smoke even if they are not smoking themselves. The percentage who believe this has increased seven points in the past two years, to the highest level since the

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question was first asked in 1974.

- The most impressive argument in favor of laws against smoking in public of ten suggested is "The health of non-smokers is harmed by other people smoking in their presence", up three points in two years. Over one-third pick this as the most salient argument.
 - Smokers appear to be increasingly sensitive about smoking around other people. Although still a small group, the percentage who say they "frequently" feel uncomfortable about smoking around others is up three points in two years. And, when smoking indoors around other people, only one in five say they light up without thinking, down six points from two years ago.
 - Three quarters of all Americans now say they "know enough about this whole matter of smoking and health" (as opposed to "need to know more"), a rise of five points in two years.
 - However, in context with other problems that can affect health and safety, smoking and being around people who are smoking are low on the list of things people are concerned about, and concern over them has not increased in the past two years.
2. The percentage who smoke has declined, and the desire of smokers to quit has risen.
- The percentage of people who smoke is at the lowest level measured in twelve years, and has declined four points in two years.
 - Seven in ten smokers say they would like to give up smoking, and the percentage of those who would "very much like to quit" is up ten points from two years ago.
3. Attitudes toward the industry are more negative than ever before.
- Favorable attitudes toward the tobacco industry are at their lowest

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- level in fourteen years, and down eight points in two years.
- Over six in ten people believe that the tobacco industry knows that the case against cigarettes is true, up ten points in two years to the largest majority in fourteen years.
 - For the first time, a majority of those who think the industry knows the case against cigarettes is true believes the industry is "not doing much of anything" about it. The percentage who believe this is up fifteen points in two years.
 - Only one in six now say the "government has focused unfairly on cigarettes," a drop of five points in two years.
 - The tobacco industry ranks lowest of eight industries as being "very interested" or "moderately interested" in the safety and welfare of the people who use their products or services. The percentage who think this has dropped four points in two years. The biggest decline for any other industry is two points.
 - However, while the tobacco industry and liquor industry rank lowest of a list of eight industries as being "very important" to our economy, they practically tie for third place as "very important" sources of tax revenue to the government.
4. Consistent with more negative attitudes toward smoking and increased concern over non-smokers' rights, there is increased sentiment for government action against smoking and smokers. This sentiment translates more into calls for segregation of smokers in public places rather than bans on smoking, and more into warnings against smoking than bans on the product.
- There is a majority sentiment to have public places provide separate smoking sections in all places we asked about, but, except for eating places, little or no more sentiment than two years ago.

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- There is relatively low sentiment for a total ban on cigarette smoking in most public places, although majorities continue to favor a ban in elevators, doctors' and dentists' waiting rooms and retail stores. However, the percentages favoring a ban in each place asked about are higher than two years ago in most instances.
- Few people favor job discrimination based on cigarette smoking, but the percentage has risen two points in the last two years.
- There is heavy sentiment for a warning label on cigarettes, but little sentiment for a ban on the product. Moreover, there has been no change in this sentiment since four years ago.
- While the call for more government controls on smoking and being around people who are smoking is up sharply from two years ago, so is the demand for controls on many other things. Smoking and being around people who are smoking continue to be lowest on the list of demands for more controls.

5. There is little sentiment for holding down cigarette taxes.

- Of four taxes, cigarette taxes rank second to liquor taxes as the tax people would be most willing to see raised (well ahead of a general sales tax and gasoline taxes).
- A majority would raise cigarette taxes to the level of New York, the highest tax level in the country, as a means of discouraging bootlegging. This is up ten points in four years, and exceeds the percentage of those who would cope with bootlegging by lowering the tax level to North Carolina's, the lowest in the nation.

Some Special Sections

This study included two special sections of questions dealing with subjects aside from those on attitudes toward smoking and the industry. One set of questions was experimental, in that it explored where possible psychological and physiological differences might exist between smokers and non-

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smokers. The other set was a repeat of some questions asked in the advertising tracking study to provide us with a baseline of data on a personal interview sample should we wish to use the personal interview method for tracking in the future. (The tracking study this winter was conducted by telephone.) A brief summary of those results follows, with complete documentation included in the "Detailed Analysis".

1. The experimental set of questions on possible psychological and physiological differences between smokers and non-smokers indicated possible differences in three areas.

- Smokers are more inclined than non-smokers to say they are "constantly" under pressure to meet some kind of deadline. This is a confirmation of more subjective results from prior studies, where smokers are more inclined than non-smokers to say they are subject to "a lot" of tension and stress in their daily lives.
- Almost contradictory, smokers are less inclined than non-smokers to say they "tend to worry about things that might happen", as opposed to just taking things as they come.
- In food preferences, smokers more than non-smokers like highly flavored and highly spiced foods. This might be because they smoke, though that would not explain a higher preference for sweets among non-smokers.
- There were no apparent differences between smokers and non-smokers on the kinds of fears and anxieties they have, whether they cover up or show their anger, or the degree to which they like to go out or stay home. Smokers tend to be very slightly taller and weigh very slightly less than non-smokers, but we would guess these very minor differences are age related (smokers tend to be younger than

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non-smokers).

2. The questions repeated from the tracking study showed similar results to the tracking study results, though at a slightly lower level. We expected slightly lower levels of awareness, and hence reactions to ads, since telephone samples are always slightly more upscale than personal interview samples.

- One in five were aware of ads that "addressed themselves to any part of the controversy over smoking." One in twenty had seen ads put out by the tobacco industry.

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DETAILED ANALYSIS

Non-Smokers' Rights

The question of non-smokers' rights has been a key issue in the anti-smoking campaign in recent years, and accordingly, has been tracked in some depth in the past several surveys. The controversy over whether smoking is dangerous to non-smokers' health has become increasingly heated, as has the controversy over what kinds of official sanctions and social pressures should be imposed to protect the rights of non-smokers.

The 1980 study showed little change from 1978 on most of the measures involving non-smokers' rights, leading us to the speculation that 1978 was a peak period in the campaign. It now appears that 1978 and 1980 were plateaus, not peaks, for most measures in this study are up--in some cases substantially. Further, it appears changes among smokers are generally greater than among non-smokers, indicating that smokers are becoming more sensitive to the non-smokers' rights campaign.

An increasingly large majority of Americans believe it is probably hazardous to their health to be around people who are smoking, even if they are not smoking themselves. This view has risen by seven percentage points since 1980, nineteen since 1974.

Is smoking hazardous to non-smokers' health
(Question 12)

	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>
	%	%	%	%	%
Probably is hazardous	65	58	58	52	46
Probably doesn't have any real effect	29	34	33	40	48
Don't know/no answer	6	8	9	8	6

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Furthermore, for the first time since the question was asked (in 1974), slightly more smokers say being around smokers probably is a health hazard than

say it probably doesn't have any real effect, an increase of eight points from two years ago. Three in four non-smokers now subscribe to this belief, a rise of five points in two years.

	Smokers					Non-smokers				
	1982	1980	1978	1976	1974	1982	1980	1978	1976	1974
	%	%	%	%	%	%	%	%	%	%
Probably is hazardous	47	39	40	38	30	74	69	69	61	57
Probably doesn't have any real effect	45	52	50	53	64	21	24	23	32	37
Don't know/no answer	8	10	10	8	7	5	7	8	7	6

The health risk of ambient smoke appears to be the factor that is of increasing saliency in the non-smokers' rights issue, rather than annoyance. Three questions that deal with the annoyance of being around people who are smoking have shown little change over the past several studies. In all studies since 1974, including the current one, six in ten non-smokers have said they find it annoying. Those who find it annoying were asked whether they think they are allergic to cigarette smoke or just find it unpleasant. 12% of all non-smokers say they are allergic, up from 9% in the previous two studies--indicating more people feel being around someone smoking is more than a mere annoyance.

However, even for non-smokers, having people smoke around them is less troublesome than some other things. Since 1976 we have asked a question (before any focus on cigarettes) on how people feel about a variety of things. Compared to having people around them smoke, non-smokers are much more annoyed by a driver not dimming his headlights when approaching at night, and by a parent who doesn't control an unruly child in public, and somewhat more annoyed by a honking driver and sitting next to someone in a public place who hasn't used a deodorant. Furthermore, almost half of those who are annoyed by smoking call it a minor irritation rather than a real annoyance. And, there is no more increase

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in the percentages of non-smokers who say they are annoyed by people smoking around them than there is for a number of other items on the list.

Whether various things are a real annoyance, a
minor irritation, or things that don't bother
(Question 9)

	Non-smokers							
	Real annoyance				Minor irritation			
	1982	1980	1978	1976	1982	1980	1978	1976
	%	%	%	%	%	%	%	%
f. A driver not dimming his headlights when he approaches you at night	56	55	57	61	34	33	31	27
j. A parent who doesn't control an unruly child in public places	52	49	53	55	36	37	36	32
d. Sitting next to someone in a restaurant, bus or theatre who hasn't used a deodorant	46	44	48	49	40	39	36	36
b. The driver in the car behind you honking when nothing in front of you is moving	43	42	45	45	38	37	34	32
g. People smoking around you	41	38	38	40	32	31	31	29
h. A neighbor who doesn't control his barking dog	39	36	39	39	38	37	37	33
c. People with colds coughing near you	31	30	35	36	43	43	40	39
a. People getting ahead of you in line	30	31	32	28	46	43	43	40
e. People who play transistor radios on buses, trains or planes	28	24	20	19	34	30	31	26
i. Sitting next to someone in a restaurant, bus or theatre who has on too much perfume or shaving lotion	18	18	20	23	43	41	44	37

One of the major findings of this study is the indication that smokers are becoming increasingly sensitive about their smoking around others.

Although a majority of smokers say the increasing restrictions, taxes and prohibitions on smoking have had no effect on them, by 2 to 1 smokers say they are more careful and sensitive about smoking rather than more annoyed and aggressive.

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Smoker reactions to restrictions
(Question 28Y)

	<u>1982</u>	<u>1978</u>
	%	%
More careful, sensitive	21	19
More annoyed, aggressive	11	10
Both (volunteered)	5	5
No effect	62	65
Don't know/no answer	2	1

Furthermore, the percentage of smokers who "frequently" feel uncomfortable about smoking around others has risen three points since 1980, to 14%. A majority continues to feel uncomfortable at least "occasionally."

Uncomfortable smokers
(Question 28X)

	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1976</u>
	%	%	%	%
Frequently	14	11	13	9
Occasionally	41	43	40	39
Seldom	28	33	29	34
Never (volunteered)	16	12	17	16
Don't know/no answer	1	2	1	2

This sensitivity on the part of smokers appears to be making them increasingly self-conscious--or at least considerate--about smoking around other people indoors. Only 21% now say they "light up without thinking about it," down six points since 1980 and 15 points since 1974. 3 in 10 look around and then decide, another 3 in 10 ask if others would mind.

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When smoking indoors, do you....
(Question 23)

	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>
	%	%	%	%	%
Light up	21	27	32	29	36
Look around and then decide	31	30	27	27	29
Ask others	30	29	26	23	19
Not smoke	5	4	4	5	5
It depends	12	10	11	13	9
Don't know/no answer	*	*	*	2	1

* Less than .5 percent

In the same kind of situation, what does the non-smoker do? Little different than 2 or 4 years ago. Few ask a smoker to stop, but a majority indicates disapproval or tries to move away. This "disapproval" and "moving away" may well be the reason that smokers are increasingly "asking" and "looking around, then deciding."

When someone is smoking indoors, do you....
(Question 35)

	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>
	%	%	%	%	%
Ask him to stop	6	5	6	5	4
Indicate disapproval without saying so	11	11	10	9	8
Try to move away	44	45	42	39	41
Doesn't matter	32	32	33	36	40
Enjoy it	*	*	*	1	*
It depends	6	5	5	7	4
Don't know/no answer	1	3	4	3	2

* Less than .5 percent

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Restrictions, Segregation, Prohibition and Warning

Consistent with the increased sensitivity on the questions of non-smokers' rights, there is increased sentiment in this study for government action to protect the public against smoking and smokers. This sentiment translates more into sentiment for segregation of smokers in public places than bans on smoking, and more into warnings against smoking than bans on the product. We have asked since 1972 whether people think the government should take more steps against various reported health hazards, fewer steps or is making about the right effort now. Smoking and being around people who are smoking continue to be lowest on the list of demands for more controls. However, the call for more controls is up sharply from two years ago, as is the call for more controls on alcoholic beverages (even more sharply).

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The government should take
more steps against
(Question 7)

	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>	<u>1972</u>
	%	%	%	%	%	%
Crime in the streets	81	79	82	67	70	65
Chemical waste disposal	78	XX	XX	XX	XX	XX
Narcotics addiction	76	73	76	63	66	72
Nuclear radiation	68	62	XX	XX	XX	XX
Water pollution	57	52	58	45	48	51
Use of marijuana	56	52	49	43	47	50
Air pollution	50	48	53	42	42	47
Food additives	47	47	53	44	42	37
Exposure to fumes and dust on the job	46	44	53	36	35	XX
Prescription drugs and medicines	46	47	49	39	35	36
Automobile safety	46	45	44	34	35	37
Alcoholic beverages	40	29	34	31	28	25
Cigarette smoking	36	28	34	29	24	20
Being around people who are smoking	25	20	25	22	17	XX

XX indicates that question was not asked in the study in question.

Despite evidence of increased desire for government action on cigarettes, there is no more support now than in the past for denying jobs to people who present employers with possible health problems. In 1978, there was talk of refusing jobs to smokers because of the possible future disability retirements for heart and lung ailments. This kind of hiring practice continues to be largely unacceptable to Americans.

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Should an employer have the right
to refuse to hire someone who...
(Question 5)

	1982		1980		1978	
	Should	Should not	Does	Does not	Does	Does not
	%	%	%	%	%	%
Smokes cigarettes	18	79	16	81	22	76
Drinks sometimes	19	77	20	76	25	72
Drives motorcycle	10	89	7	89	9	88
Is over 65	21	74	24	70	26	68
Is a homosexual	24	66	28	61	28	60
Is black	10	90	8	90	11	87
Is physically handicapped	18	76	21	71	23	70
Is a woman of childbearing age	11	87	11	86	15	82

Note: In 1978 and 1980 the question asked "Does an employer have the right...", not "Should an employer have the right..."

As in the past two studies, for half the sample the employer's rights question was asked first about cigarette smokers and last about women of childbearing age (as shown above). For the other half of the sample the question was asked in the exact reverse order. In all three studies results have been the same. When cigarette smokers were the lead-off item more people said employers have a right to refuse to hire them than when cigarette smokers was the last item asked about.

As commented in the last study: "This suggests rather strongly that when the right to discriminate against a single group or even a second group is asked about, many people are inclined to see little wrong with it. But when they begin to see all the other kinds of discrimination that could also be practiced they begin to turn negative."

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	Employer <u>should</u> have right not to hire	
	Asked in order shown below	Asked in reverse order
	%	%
Smokes cigarettes	25	12
Drinks sometimes	22	16
Drives motorcycle	9	10
Is over 65	21	21
Is a homosexual	25	24
Is black	9	10
Is physically handicapped	17	19
Is woman of childbearing age	10	13

In this study we repeated a question asked in 1978 as to whether six products that may be dangerous to their users should be banned, or sold only with a warning label or sold without a warning label. There is heavy sentiment for a warning label on cigarettes, but little sentiment for a ban. This was true of most products asked about. Results showed little change in four years.

	1980			1978		
	Ban product	Warning label	No warning label	Ban product	Warning label	No warning label
	%	%	%	%	%	%
Automobiles	2	37	56	1	38	56
Alcoholic beverages	6	69	23	5	73	19
Microwave ovens	2	77	13	3	78	9
Hair dyes	4	73	11	9	74	8
Saccharin	7	72	14	7	70	14
Cigarettes	11	81	7	12	82	4

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It is on the question of separate sections for smokers in public places that most approval is seen. A majority has favored separate sections for smokers in most public places since 1976. This sentiment has not shown any real increase since 1978 except for one type of place, eating places.

Separate smoking facilities
(Question 15)

	Smoking should be permitted:							
	In separate sections				Anywhere			
	1982	1980	1978	1976	1982	1980	1978	1976
	%	%	%	%	%	%	%	%
In trains, airplanes and buses	91	89	91	81	8	10	7	16
In theatres	83	82	83	81	11	12	11	14
In eating places	84	81	73	57	15	18	25	39
At indoor sporting events	70	70	73	67	26	26	22	28
At public meetings	66	67	67	62	30	29	28	33
In train, plane, bus stations	62	63	62	54	36	34	34	42
In work places or offices	62	62	61	52	34	34	34	42
In barber or beauty shops	55	56	53	43	42	40	42	51

After asking about segregated facilities for public smokers, we asked about a slightly longer list that contained these same places, as well as others, in order to determine whether and where smoking should be banned entirely. The sentiment for bans on smoking has increased slightly in the past two years for most places asked about, although is a majority for only three places--elevators, doctors' or dentists' waiting rooms and retail stores.

The high support for bans in elevators, doctors' or dentists' waiting rooms and retail stores and the increasing support for separate smoking sections in eating places suggests a public willingness to accept whatever becomes the norm.

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Banning of smoking
(Question 16)

	Should smoking be:							
	Banned				Not banned			
	1982	1980	1978	1976	1982	1980	1978	1976
	%	%	%	%	%	%	%	%
In elevators	89	85	86	84	10	13	12	13
In doctors' or dentists' waiting rooms	72	69	69	65	25	29	27	30
In retail stores	59	55	55	52	40	42	41	44
In theatres	49	44	44	46	47	48	47	42
At indoor sporting events	36	32	34	37	59	60	57	49
At public meetings	32	28	32	34	63	63	58	52
In city, state or federal buildings	33	33	32	32	63	63	63	62
In taxis	35	33	32	30	61	62	64	65
In trains, planes, buses	26	23	26	25	70	69	65	62
In eating places	23	23	23	22	73	69	68	64
In barber or beauty shops	25	20	21	20	69	72	70	65
In work places or offices	18	15	17	17	76	75	73	68
In train, plane, bus stations	17	14	16	16	78	77	75	69

As we have consistently noted, we think the sequence of questions is important here, also. We asked about banning cigarettes after we had explored the question of segregated smoking areas. Had we asked about banning before mentioning the acceptable alternative of segregation, the sentiment for banning might have been substantially higher.

As in the last two studies, while we see a decided preference for segregating smokers, we find very little approval for drastic enforcement measures--even among non-smokers. However, this study finds more approval among non-smokers for drastic measures than we saw two years ago.

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Proper penalty for smoking in public
places where it is prohibited
(Question 17)

	Total			Smokers			Non-smokers		
	1982	1980	1978	1982	1980	1978	1982	1980	1978
	%	%	%	%	%	%	%	%	%
Jail	1	1	1	1	*	*	2	1	1
Fine	32	27	29	17	17	15	39	33	37
Warning	65	69	65	79	77	78	57	64	58
Don't know/ no answer	2	4	5	3	6	6	2	3	5

* Less than .5 percent

In this study we repeated a question asked in earlier studies about arguments in favor of laws to prohibit smoking. The number one argument, endangering the health of non-smokers, has steadily increased over the years as a strong argument. Most of the other arguments have held fairly steady--except for causing discomfort for others which appears to have given way to affecting the health of others.

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Arguments in favor of public
anti-smoking laws (Q. 18X)

	<u>1982</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>
	%	%	%	%
The health of non-smokers is harmed by other people smoking in their presence	36	33	25	22
Smoking tends to be a fire hazard in public places	29	29	26	28
Some non-smokers are allergic to tobacco smoke	23	22	23	23
Non-smokers are entitled to breathe air free of tobacco smoke	22	23	24	20
Even if there is no health hazard to them, many people are annoyed by other people smoking in their presence	20	21	21	24
Tobacco smoke can contribute to the discomfort of many individuals	17	18	22	24
The government should protect people who don't want other people to smoke around them in public places	10	10	10	9
It would not be a hardship on smokers to stop smoking in public places	7	9	8	7
Non-smokers are a majority and so their rights come before the rights of smokers	6	6	7	5
Smoking creates litter problems	5	5	X	X
Smoking is an unattractive habit	4	3	X	X

X Not asked

The two arguments most often selected in opposition to laws against smoking continue to be that such restrictions cannot be enforced against 55 million smokers (33%) and the police would have to spend too much time and money trying to enforce such laws (34%). The next most popular arguments are that it is a question of courtesy and not legislation (23%), and the government should not have the power to interfere with a person's freedom to smoke in public places.

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Smoking As A Health Problem

Previous studies have shown that the belief that smoking is hazardous to health is widely accepted by Americans. This study shows an even greater trend in that direction.

Opinions on the effect of smoking on longevity show a negative shift. While smoking a pack of cigarettes a day is still in second place among selected health hazards, it is three points higher than in the peak reading in 1978. The percentages naming all other hazards--except tension and stress--are level with or down from 1978.

Makes a great deal of
difference in longevity
(Question 10)

	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>	<u>1972</u>	<u>1970</u>
	%	%	%	%	%	%	%
If a person lives under a lot of tension and stress	77	75	74	76	74	72	69
If a person smokes a pack of cigarettes a day	53	45	50	45	44	42	42
If a person regularly eats a lot of food with high cholesterol	43	41	43	39	38	34	31
If a person drinks 3 or 4 highballs a day	38	35	39	37	35	34	29
If a person doesn't get regular exercise	32	28	34	33	38	38	49
If a person is 20 pounds overweight	18	22	24	24	25	26	23

In a later question, respondents were asked if they had read or heard anything during the past year that made them either more worried or less worried about smoking. Answers to this question have been identical since 1972. As in past studies, what people are reading or hearing is continuing to make them more worried, not less worried. Only 1% said they were less worried.

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Read or heard anything that makes you
more or less worried about smoking
(Questions 36,37)

	Total						
	<u>1982</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>	<u>1972</u>	<u>1970</u>	<u>1968</u>
	%	%	%	%	%	%	%
Yes, have read or heard something	<u>30</u>	<u>31</u>	<u>30</u>	<u>30</u>	<u>30</u>	<u>42</u>	<u>40</u>
And feel							
More worried	28	29	27	27	27	38	35
Less worried	1	1	1	2	1	2	3
Don't know or no answer	1	1	2	1	2	2	3

Answers to what had been read or heard that had made them more worried have always been varied, but in the main have dealt with health aspects of smoking and show little change from the last study. One answer has been steadily increasing since 1972--that "smoking hurts non-smokers or children in the same room with smokers," up from 2% in 1972 to 11% in the current study. This answer is mainly given by non-smokers.

Major answers--what read or heard that
made you more (or less) worried
(Question 38)

	Total						1982	
	1982	1978	1976	1974	1972	1970	Smokers	Non-smokers
	%	%	%	%	%	%	%	%
Cancer caused through smoking	22	24	9	9	10	11	29	19
Smoking causes, may cause lung cancer	19	20	20	19	24	26	17	20
Smoking is hazardous/ dangerous to health	13	11	11	10	6	5	12	13
Hurts non-smokers/ children in the same room with smokers	11	6	7	3	2	-	4	13
Smoking causes, may cause heart trouble	10	13	5	7	8	8	13	9

0002665307

Another question repeated in this study was whether respondents feel they know enough about this whole matter of smoking and health, or whether they feel they need to know more. Since 1976, the percentage who said they "know enough" has been rising, with a five point rise to 75% since 1978. As we have noted in past reports, the rise in the percentage saying they "know enough" seems to indicate that the anti-smoking reports are continuing to gain in acceptance.

Know enough about smoking and
health or need to know more
(Question 39)

	<u>1982</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>	<u>1972</u>	<u>1970</u>
	%	%	%	%	%	%
Know enough	75	70	63	64	61	62
Need to know more	22	26	32	32	34	34
Don't know/no answer	2	4	4	4	4	4

In the general area of cigarettes and health, we have asked a question in all eight studies on opinions as to whether the government has unfairly focused on cigarettes in the smoking and health controversy.

Since 1968, the majority opinion has been that the government has not focused unfairly on cigarettes and this opinion is now at a record high.

Is government criticism proper
(Question 41)

	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>	<u>1972</u>	<u>1970</u>	<u>1968</u>
	%	%	%	%	%	%	%	%
Government has focused unfairly on cigarettes	16	21	21	19	19	22	25	18
Government has not focused unfairly on cigarettes	75	71	66	70	71	66	65	68
Don't know/no answer	9	8	13	12	10	11	9	15

0002665308

Finally, we have always felt that it is important to look at the problem of smoking and health in context with other things that might be harmful to health.

In all eight studies, attitudes towards cigarette smoking and health have been explored from two viewpoints--in perspective with other problems that can affect health and safety and as an issue that is directly focused on. As we noted in past reports, when focused on, smoking as a health hazard is and has been widely accepted by the public. But looked at in context with other problems, it has always loomed less large.

Early in the interview, before it was apparent that there was particular interest in cigarettes and smoking, respondents were shown a list of fourteen items and asked which two or three they were personally most concerned about in terms of the possible effects on the health, safety and welfare of themselves and their families. The list included "cigarette smoking" and "being around people who are smoking."

As a matter of personal concern, both smoking items have always ranked low. Cigarette smoking is tied with marijuana use and drinking alcoholic beverages for tenth place in the list of fourteen items asked about. And, being around people who are smoking continues to rank last. More significantly, there has been no increase in personal concern over either of these smoking items since they were first asked about.

0002665309

Health and safety concerns
(Question 6)

	Things people are personally concerned about						
	1982	1980	1978	1976	1974	1972	1970
	%	%	%	%	%	%	%
Crime in the streets	49	57	60	55	58	55	57
Air pollution	30	36	39	41	41	39	45
Narcotics addiction	30	34	38	31	39	49	51
Nuclear radiation	28	28	XX	XX	XX	XX	XX
Chemical waste disposal	28	XX	XX	XX	XX	XX	XX
Water pollution	25	23	24	26	27	30	31
The safety of prescription drugs and medicine	17	23	25	28	22	24	XX
Automobile safety	16	17	17	18	22	22	23
Food additives	14	21	23	24	18	17	11
Use of marijuana	12	16	13	14	15	17	21
Cigarette smoking	12	13	13	18	14	13	21
Use of alcoholic beverages	12	10	10	13	12	11	XX
Being exposed to dust and fumes on the job	6	8	10	9	6	XX	XX
Being around people who are smoking	4	6	5	7	3	XX	XX

XX Not asked in that year

0002665310

Smoking And Quitting

The percentage of people in this year's study who say they smoke is now at the lowest level since the studies were begun in 1968: 32%. This is a four point decline in two years. Over a twelve year period, the downward trend is clear--from 39% to 32%.

Numerically, there are fewer smokers today than shown by any study since 1970. In some previous years, even though the percentage who smoked declined, the number of smokers increased because of the rise in population. Using the latest Census Bureau estimates for the approximate time periods in question which include the part of the population in our study, the percentages in our studies project as follows:

54,159,000 smokers in 1982
59,195,000 smokers in 1980
* 57,633,000 smokers in 1978
56,923,000 smokers in 1976
59,882,000 smokers in 1974
55,700,000 smokers in 1972
54,012,000 smokers in 1970
54,038,000 smokers in 1968

Incidence of smoking is higher among younger people than older people-- 35% of those under age 35 smoke, 31% of those 35 years of age and older smoke. This is a decline of only two points among younger people since 1980, but a decline of five points among older people.

Viewed over a fourteen year period, the pattern of smoking by sex and education is generally down, with one exception. A higher percentage of the least well educated smoke today than in any study in the series. And the

* Some of these estimates are slightly different than those reported previously because they are based on later U.S. Census estimates for the periods in question. But these minor variations do not alter our previous analyses.

incidence of smoking has declined much more among men than among women--especially in the last two years.

Percent who smoke
(Question 22)

	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>	<u>1972</u>	<u>1970</u>	<u>1968</u>
	%	%	%	%	%	%	%	%
<u>Level of education</u>								
College	24	31	28	33	37	34	31	37
High school graduate	36	40	43	41	43	43	44	45
Non-high school graduate	40	38	33	33	39	33	34	31
<u>Sex</u>								
Male	34	40	39	41	36	43	44	47
Female	32	33	35	34	36	35	34	35

There has been no increase in the median number of cigarettes smoked per day since 1980. This appears true whether the Surgeon General's Method of Classification (Method A) is used to estimate daily cigarette consumption, or the two other methods of estimation which better reflect respondents' answers (Methods B and C).*

* In Method "A", the number of cigarettes smoked per day is coded into categories that begin with a half or full pack (e.g., 10 - 19; 20 - 29; 30 - 39, etc.). This results in a "value" for a range that is half way through the range (e.g., 14.5) when a disproportionate number of the answers given are probably at the bottom of the range (e.g., "a half pack" or 10). Interpolating medians through these ranges, therefore, probably overstates the answers respondents gave. In Method "B" and Method "C", answers are coded into ranges which tend to bracket the most likely answers, and hence not inflate what respondents said (Method "B": 7 - 12; 13 - 17; 18 - 25; 26 - 35, etc. Method "C": 5 - 14; 15 - 24; 25 - 34, etc.). However, it may be that Method "A", though less reflective of what respondents say, may be more accurate in that it compensates for any tendency respondents may have to understate their consumption.

0002665312

Smoking and amount smoked
(Questions 22, 24)

Percent of total population who smoke

1982	32.4%*
1980	36.4

Number of cigarettes smoked per day as estimated by

Method A

1982	25.71 Cigs.
1980	25.49

Method B

1982	21.16 Cigs.
1980	21.18

Method C

1982	20.00 Cigs.
1980	20.43

As we noted in the last study, contrary to the popular notion that people who smoke low tar brands smoke more than those who smoke higher tar brands, this study shows the median number of cigarettes smoked per day by low tar brand smokers is 21.2 compared with 21.4 per day by higher tar brand smokers. (This is using Method B for calculations, where the median for total smokers is 21.2 per day.)

The percentage who describe their brands as low tar brands is up only one point in two years--from 45% to 46%--with low tars continuing to dominate with most types of smokers, men being an exception. It is interesting to note that the percentage of those who "don't know" the tar content of the brand they smoke has been steadily decreasing since 1978, indicating smokers are much more tuned in to the tar content factor. Low tar brands dominate among most sub-groups of smokers except men and those under 35.

* It should be noted that two other surveys we have conducted--just before and just after this one--comprising a total of 4000 interviews show a smoker incidence of 34.2%. Thus the drop may not be quite as great as this study indicates.

Tar content of cigarettes
(Question 30)

	1982			1980			1978		
	Reg- ular		No regular brand or don't know	Reg- ular		No regular brand or don't know	Reg- ular		No regular brand or don't know
	Low	ular	%	Low	ular	%	Low	ular	%
Total	46	41	12	45	38	17	36	41	24
Male	42	47	11	38	44	18	29	47	24
Female	50	35	14	52	33	15	43	35	22
Black	41	39	21	38	35	27	30	43	27
White	48	40	12	45	39	16	37	40	23
Under 35	43	48	9	42	42	16	XX	XX	XX
35 and older	49	35	16	46	36	18	XX	XX	XX

XX These groups not tabulated in 1978

As in the past two studies, we asked smokers whether they wanted to continue smoking, would "sort of like to give it up" or would very much like to quit. Now only 26% say they want to continue, down five points in two years. Furthermore, the degree of desiring to quit has shifted back to "very much like to quit" or "would like to but can't." 4 in 10 smokers feel that way, with 3 in 10 taking the position they would "sort of like to quit."

How much do you want to quit
(Question 25)

	1982	1980	1978
	%	%	%
Want to continue	26	31	31
Sort of like to quit	30	39	32
Very much like to quit	33	23	29
Like to quit but can't (vol.)	7	6	5
Don't know/no answer	3	2	3

Moderate smokers express more desire to quit than either light or heavy smokers. Younger people want to quit more than older people, and women more than men.

0002665314

	<u>Want to continue</u>	<u>Sort of like to quit</u>	<u>Very much like to quit</u>	<u>Like to quit but can't (vol.)</u>
Light smokers (less than 10)	29%	37%	28	5
Moderate smokers (10 - 19)	21%	29	38	7
Heavy smokers (total)	28%	30	32	8
20 - 39	26%	31	33	8
40 or more	36%	26	31	8
Under 35	22%	32	36	6
35 and older	30%	29	31	8
Men	29%	29	32	7
Women	24%	32	35	7

There is evidence that more people are actually trying to quit smoking. 66% in this study said they had tried at some time to quit (up 4 points to the same percentages as in 1972), whereas 61% reported this in 1978, 1976 and 1974. A much higher percentage of low tar smokers said they had tried to quit (70%) than higher tar smokers (60%).

As in all studies since 1972, we asked smokers to choose from a list of reasons why they are still smoking despite the warnings. Some interesting trends appear in the answers--especially when looked at over the ten year period. Three reasons are down versus ten years ago: "I enjoy smoking and I don't want to give it up," "I don't think smoking is the only cause of the diseases they warn you about" (the most dramatic change of all), and "I just don't believe smoking is all that dangerous." Three reasons are up: "I'd like to quit but I don't have the willpower," "These days they say everything is bad for you so I might as well smoke," and "If I quit I'd gain a lot of weight." The overall

0002665315

conclusion from the answers would seem to be that smokers are more negative about smoking.

Reasons that come closest to explaining why smokers
are still smoking (card shown respondent)
(Question 27)

	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>	<u>1972</u>
	%	%	%	%	%	%
I enjoy smoking and don't want to give it up	39	38	40	53	46	43
I'd like to quit but don't have the willpower	36	37	36	32	29	29
I don't think smoking is the only cause of the diseases they warn you about	19	30	30	33	25	25
These days they say everything is bad for you so I might as well smoke	18	22	20	14	13	8
If I quit smoking I'd gain a lot of weight and that would be worse for my health than smoking	22	19	17	16	14	13
I just don't believe smoking is all that dangerous	11	15	12	20	14	13
Only heavy smoking is dangerous and I don't smoke that much	10	14	12	12	12	10
None, don't know	4	5	3	4	7	11

As in 1978, smokers consider smoking to be only a habit (52%) rather than an addiction (44% when those who answered "addiction" and those who answered "both" are added). Non-smokers are much more inclined to call smoking an addiction (41% only a "habit," 56% "addiction" or "both").

0002665316

Habit or addiction
(Question 19)

	1982			1980			1978		
	Total	Smokers	Non-smokers	Total	Smokers	Non-smokers	Total	Smokers	Non-smokers
	%	%	%	%	%	%	%	%	%
Habit	45	52	41	48	56	44	50	57	45
Addiction	33	25	37	29	24	31	29	22	33
Neither	2	4	2	3	5	2	2	4	1
Both (vol.)	19	19	19	19	14	21	17	15	18
Don't know/ no answer	1	*	1	1	*	2	2	1	3

* Less than .5 percent

Nearly one in four people are now ex-smokers. This is the largest group of ex-smokers we've seen.

In all past studies, one in five people were ex-smokers. 24% in the current study say they are now non-smokers but smoked in the past, 21% reported this in 1970 and most subsequent studies. By far, the large majority of ex-smokers quit smoking over two years ago. Recent quitters are at the same level as two years ago--12% in both studies said they quit smoking within the past year. This is a lower level of recent quitters than shown in earlier studies.

When ex-smokers quit smoking
(Question 32)

	1982	1980	1978	1976	1974	1972	1970	1968
	%	%	%	%	%	%	%	%
Within the last year	12	12	15	13	14	13	21	23
Over 1 year, less than 2	9	10	14	13	10	11	12	10
Over 2 years	79	78	71	73	75	73	65	65
Don't know/no answer	1	1	1	1	1	2	1	2

We have consistently reported that ex-smokers claim to have been heavier smokers at the time they quit than current smokers say they are now. We continue to see two possible reasons for this. It may be that ex-smokers

0002665317

were in fact heavier smokers. But we are more inclined to believe that ex-smokers tend to exaggerate the amount they previously smoked, and that current smokers under-report the amount they now smoke. Partial trend is shown below.

	1982		1980		1978		1972	
	Ex-smokers	Current smokers	Ex-smokers	Current smokers	Ex-smokers	Current smokers	Ex-smokers	Current smokers
Number of cigarettes smoked (or smokes) per day:	%	%	%	%	%	%	%	%
1 - 9	15	11	16	10	14	12	17	12
10 - 19	19	25	16	25	17	25	17	22
20 - 39	42	49	42	51	48	51	41	53
40 or more	23	15	23	12	20	11	19	10
Don't know/ no answer	2	1	3	2	1	1	5	3

In order to see if there had been any change in the reasons why people give up smoking, we repeated a question asked in most studies. There was virtually no change from 1980. Health problems continue to be the leading reason for quitting, and at about the same level as in the past. Doctors advising against smoking is tied for second place with government reports on the effects of smoking on health.

Reasons for quitting
(Question 34)

	1982	1980	1978	1974	1972	1970
	%	%	%	%	%	%
Health problems	39	39	37	38	40	39
Doctors advising against smoking	20	21	19	23	19	19
Government reports on the effects of smoking on health	20	20	17	14	14	13
Friends or relatives urging quitting smoking	16	15	16	13	12	12
The expense of smoking	15	15	12	13	15	13
Children objecting to parents smoking	5	9	5	6	4	8
A smoking clinic	1	1	1	XX	XX	XX
None	17	18	21	20	21	21
Don't know/no answer	1	2	2	3	1	1

XX Indicates that question was not asked in the study in question.

We repeated in this study a question first asked in 1980 that explored what people think are the major effect of cigarette advertising--whether it causes youngsters and non-smoking adults to become smokers, or it causes smokers to switch brands, or it hasn't much effect of any kind. Non-smokers are more inclined to think it causes youngsters and non-smoking adults to become smokers than anything else. Smokers, on the other hand, are largely inclined to think it has no effect. But many more smokers now than two years ago say it causes non-smokers to become smokers, and many fewer think it causes smokers to switch brands.

What are the major effects of
cigarette brand advertising
(Question 14)

	1982			1980		
	<u>Total</u>	<u>Smokers</u>	<u>Non- smokers</u>	<u>Total</u>	<u>Smokers</u>	<u>Non- smokers</u>
	%	%	%	%	%	%
Causes youngsters and non-smoking adults to become smokers	33	24	37	28	16	35
Causes smokers to switch brands	15	18	14	20	24	18
Both (vol.)	13	8	15	12	12	12
Doesn't have much effect of any kind	35	47	29	34	45	29
Don't know	4	3	5	5	3	5

0002665319

We repeated in this study a question first asked in 1980 that explored what people think are the major effect of cigarette advertising-- whether it causes youngsters and non-smoking adults to become smokers, or it causes smokers to switch brands, or it hasn't much effect of any kind. Non-smokers are more inclined to think it causes youngsters and non-smoking adults to become smokers than anything else. Smokers, on the other hand, are largely inclined to think it has no effect. But many more smokers now than two years ago say it causes non-smokers to become smokers, and many fewer think it causes smokers to switch brands.

What are the major effects of
cigarette brand advertising
(Question 14)

	1982			1980		
	Total	Smokers	Non-smokers	Total	Smokers	Non-smokers
	%	%	%	%	%	%
Causes youngsters and non-smoking adults to become smokers	33	24	37	28	16	35
Causes smokers to switch brands	15	18	14	20	24	18
Both (vol.)	13	8	15	12	12	12
Doesn't have much effect of any kind	35	47	29	34	45	29
Don't know	4	3	5	5	3	5

0002665320

Industry Image

The image of the tobacco industry has declined sharply from the 1980 reading. Starting in 1968, when cigarette manufacturers were making a decidedly positive impression on the public, the trend sloped downward, until 1976, when the balance turned negative. In this report, favorable ratings are at an all-time low, with unfavorable ratings nearly twice as high as favorable ratings.

The tobacco industry
(Question 44)

	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>	<u>1972</u>	<u>1970</u>	<u>1968</u>
	%	%	%	%	%	%	%	%
Favorable	32	40	36	43	47	47	48	51
Unfavorable	61	54	51	48	45	42	42	37
Don't know/no answer	8	7	13	10	8	11	10	11

To place public attitudes toward the tobacco industry in context, we have asked respondents their impression of how interested a few major industries are in the safety and welfare of the people who use their products or services. This year's study shows the tobacco industry still virtually tied with the liquor industry for last place, and both down four points from two years ago and at a record low. By contrast, ratings for all other industries except the liquor industry were level or up from two years ago--the oil industry substantially.

0002665321

Rated industries "very interested"
or "moderately interested"
(Question 2)

	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1976</u>	<u>1974</u>	<u>1972</u>	<u>1970</u>	<u>1968**</u>
	%	%	%	%	%	%	%	%
Food	78	75	65	69	XX	XX	XX	XX
Automobile	75	69	65	68	73	67	71	79
Drug	69	68	66	66	70	59	63	73
Electric power	62	63	XX	XX	XX	XX	XX	XX
Chemical	51	52	47	55	59	53	XX	XX
Oil	50	36	44	49	42	XX	XX	XX
Liquor	25	27	25	25	26	25	24	28
Tobacco	24	28	27	28	31	30	33	36

XX Indicates that question was not asked in the study in question.

As in the past, non-smokers rate the tobacco industry lower than smokers. They also rate the liquor industry lower. Non-smokers tend to rate other industries higher than smokers.

Rated industries "very interested"
or "moderately interested"
(Question 2)

	<u>Smokers</u>	<u>Non-smokers</u>
	%	%
Food	78	79
Automobile	71	76
Drug	65	72
Electric power	60	64
Chemical	48	52
Oil	48	51
Tobacco	31	21
Liquor	28	24

** In 1968 the question wording was slightly different in that we asked for ratings on how "concerned" industries were, rather than how "interested" they were.

0002665322

We repeated two questions asked for the first time in 1980 about the eight industries. Half the sample was asked to rate each one as to its importance to our economy--very important, moderately important, not very important or not at all important. The other half of the sample was asked to rate each of the eight industries as to its importance as a source of tax revenue to the government. In both instances, it was the "very important" rating that was most discriminating, since large majorities rated all of them either very important or moderately important.

The tobacco industry and the liquor industry rank last as being very important to our economy, with the automobile and oil industries ranking first. (Most industries were rated slightly lower than two years ago.) But it's another matter when it comes to the public's perception of the tobacco and liquor industries as sources of tax revenue. Here they rank tobacco and liquor equally with the third ranking industry, electric power, and well ahead of the food, drug and chemical industries. (There was little change in results from two years ago.)

Importance of industries to economy/
as sources of tax revenue
(Questions 3X,Y)

	Rated industries "very important"			
	To economy		As sources of tax revenue	
	1982	1980	1982	1980
	%	%	%	%
Automobile	74	76	56	61
Oil	71	75	65	69
Electric power	66	70	50	53
Food	68	65	43	39
Drug	44	49	38	39
Chemical	44	48	39	40
Tobacco	25	29	50	51
Liquor	24	28	51	52

0002665323

Since the beginning of these studies for The Tobacco Institute, respondents have been asked what they think the tobacco industry itself believes about the case against cigarettes--that they know it's true but won't admit it, or suspect it's true but don't think it has been proven, or don't believe it's true. This year the results show a dramatic increase in the percent answering "know it's true," up to a record high 63% from 53% in 1980. Non-smokers continue to be highly critical of tobacco industry motives, and for the first time a majority of smokers say the industry "knows it's true."

What the tobacco industry believes
about case against cigarettes
(Question 42)

	1982		Total							
	Smokers	Non-smokers	1982	1980	1978	1976	1974	1972	1970	1968
	%	%	%	%	%	%	%	%	%	%
Know it's true	51	68	63	53	56	52	50	46	46	36
Suspect it's true	29	20	23	30	27	29	31	33	34	39
Don't believe it's true	12	6	8	10	8	9	11	12	12	13
Don't know/no answer	8	6	6	7	9	10	8	10	7	11

Respondents who answer that the tobacco industry "knows it's true" or "suspects it's true" were further asked what they think the tobacco industry is doing about it--working hard to find an answer, making some efforts but could do more, or not doing much of anything about it. Here, too, there has been a dramatic negative turnaround. While answers to this question have shown a general erosion since 1968, in every study a majority or near majority said the industry is making some efforts. This year for the first time a majority say the industry is not doing much of anything about it--up 15 points in two years, from 37% to 52%. Among non-smokers, "not doing much of anything" is up from 41% to 56%. Among smokers, "not doing much of anything" is up from 29% to 43%.

0002665324

What do you think they are doing about it
(Question 43)

	1982		Total							
	Smokers	Non-smokers	1982	1980	1978	1976	1974	1972	1970	1968
	%	%	%	%	%	%	%	%	%	%
Making some efforts	44	36	38	53	45	50	51	48	48	52
Not doing much of anything	43	56	52	37	44	37	36	35	30	26
Working hard	8	5	6	8	7	8	10	13	18	18
Don't know/no answer	4	4	4	2	3	4	3	4	4	5

The industry still rates low as the most reliable source of information on smoking and health. Now, as in past studies, "organizations like the American Cancer Society" are ranked first. For half the sample last year, and for everyone this year, we substituted "The Tobacco Institute" for "Tobacco companies" in the list. There was little difference in answers between the two, though the Institute continues to appear to have slightly greater credibility.

Credibility of organizations on smoking issue
(Question 40)

	1980			Total				
	1982	X form	Y form	1978	1976	1974	1972	1970
	%	%	%	%	%	%	%	%
<u>Most reliable sources:</u>								
Organizations like the American Cancer Society	68	69	68	61	66	62	62	62
Organizations like the American Medical Association	42	44	41	43	38	41	46	47
Independent research laboratories	27	27	27	32	31	31	25	26
Medical schools	20	19	16	20	22	21	14	19
Government agencies	8	10	12	7	6	8	10	11
Tobacco companies	XX	3	XX	3	3	3	4	3
The Tobacco Institute	4	XX	5	XX	XX	XX	XX	XX

XX Not asked

0002665325

Cigarette Taxes

Several aspects of the issue of cigarette taxes were explored in this study. None of the results show much sentiment for holding down taxes. Early in the questionnaire, before any focus on cigarettes, respondents were asked which one of four kinds of taxes they would be most willing to see raised when local and state taxes need to be increased. Liquor taxes led, with cigarette taxes a close second, and a general sales tax third. It is non-smokers who are strongly for increased cigarette taxes. Smokers would be more in favor of increased liquor and general sales taxes. Increased gasoline taxes get few votes from everyone.

Which one tax most willing to see raised:
(Question 4)

	<u>Total</u>	<u>Smokers</u>	<u>Non-smokers</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Liquor taxes	35	43	31
Cigarette taxes	31	13	40
General sales tax	23	30	20
Gasoline taxes	3	4	2
Don't know	8	10	7

A question repeated from the 1978 study asked smokers whether they would smoke more if there were no taxes on cigarettes. The vast majority continue to say they would not.

Would smokers smoke more if
there were no cigarette tax?
(Question 29)

	<u>1982</u>	<u>1978</u>
	<u>%</u>	<u>%</u>
Yes	11	10
No	83	80
Don't know	6	10

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Also repeated from the 1978 study were questions involving imposition of a federal tax on cigarettes in such a way that the disparity between the various state cigarette taxes would be equalized and the incentive for cigarette bootlegging thereby reduced. Two versions of a question about uniform taxes were posed to different halves of our sample. One-half was asked their opinion of a federal tax which would raise the price of a pack of cigarettes throughout the nation to the level of New York State, which is the highest in the nation. The other half of the sample was asked their opinion of a tax arrangement whereby the cost of a pack of cigarettes would be reduced to the level of North Carolina, the lowest in the nation. Four years ago a uniform cigarette tax to discourage bootlegging was favored if the tax is lowered to the level of North Carolina, while opinion was divided over raising the tax to the level of New York. Opinion on the North Carolina level tax has changed little, but has swung rather heavily in favor of raising the tax to the New York level. In fact, overall, the high tax is now favored more heavily than the low tax. Smokers are still more opposed to the high tax and more in favor of the low tax, but not to the extent they were four years ago.

Favor or oppose raising cigarette tax to New York
State level/lowering it to North Carolina level
(Question 21)

	Cost of cigarettes brought											
	Up to New York						Down to North Carolina					
	Total		Smokers		Non-smokers		Total		Smokers		Non-smokers	
	1982	1978	1982	1978	1982	1978	1982	1978	1982	1978	1982	1978
	%	%	%	%	%	%	%	%	%	%	%	%
Favor	52	42	28	22	63	53	47	48	56	65	42	38
Oppose	33	42	60	66	20	29	38	34	32	22	41	41
Don't know/ no answer	15	16	12	12	17	18	15	18	11	13	17	21

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While these questions were asked against the premise that a uniform tax would discourage bootlegging, we suspect answers had more to do with attitudes towards cigarette taxes generally than with their effect on bootlegging. In the face of increased support for higher taxes, there is even less concern about bootlegging than four years ago.

Concern about bootlegging
(Question 20)

	<u>1982</u>	<u>1978</u>
	%	%
Very concerned	10	12
Somewhat concerned	19	22
Not too concerned	26	26
Not at all concerned	41	35
Don't know/no answer	3	4

0002665328

Awareness of and Attitudes toward
Industry Advertising

Several questions dealing with awareness of and attitudes toward tobacco industry advertising that were asked in the advertising tracking study conducted between February and June were repeated in this study. The tracking study was conducted by telephone, with the final wave carried out in mid-June. Therefore, results of the final wave of the tracking study are roughly comparable in time to the questions asked in this study.

One note of caution should be sounded on the results of these questions. We know that a telephone sample produces a somewhat more upscale sample than a personal interview sample. Therefore, the fact that the tracking study results are somewhat higher than those in this study is to be expected. While this study gives a more accurate absolute reading, for tracking study purposes the telephone sample is perfectly adequate.

One in five were aware of ads that "addressed themselves to any part of the controversy over cigarette smoking," three points fewer than in the tracking study. 5% said they had seen ads put out by the tobacco industry, compared with 8% in the tracking study. Awareness among those who regularly read one or more of the magazines where the ads appeared was two points higher than in the total sample, and two points lower than the comparable group in the tracking study.

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Whether or not seen magazine ads in past month or two on any part of smoking controversy, and if so, were they put out by the tobacco industry, or Heart Association, Cancer Society, or Lung Association
(Questions 45, 46)

	Total		Read regularly at least one magazine where ads appeared	
	Biennial study	Tracking study	Biennial study	Tracking study
Yes, have seen ads	19%	22%	22%	27%
And ads were put out by:				
Tobacco industry	3	5	4	6
Heart, Cancer, Lung Associations	11	10	12	12
Both	2	3	3	3
Don't remember	3	4	3	5
No, have not seen ads	80	72	76	68
Don't know	2	6	2	5

Fewer of those who had seen industry ads said they found the ads interesting and informative than said they did not find them so, with results fairly comparable to those in the tracking study.

How interesting and informative people found tobacco industry ads
(Asked of and based on those who saw ads)
(Question 47)

	Biennial study	Tracking study
Very	11%	14%
Somewhat	31	28
Not very	24	22
Not at all	32	31
Don't know	2	6

In both studies, a majority of those who had seen industry ads said they don't think the ads will affect people's tolerance of smoking, but more who think the ads will have an effect think they will make people "more tolerant" than think they will make people "less tolerant."

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Whether think ads will make people feel more or
less tolerant of smoking, or won't affect the way
people feel about smoking
(Asked of and based on those who saw ads)
(Question 48)

	<u>Biennial study</u>	<u>Tracking study</u>
More	19%	23%
Less	14	8
Won't affect	62	59
Don't know	5	10

As we noted in the tracking study, indications are that the magazines selected for the campaign have a wide reach. Just over half claim to read at least one of them regularly, and another three in ten say they read at least two occasionally. Readership of individual magazines is lower in the personal interview study than in the telephone study, as could be expected.

How often read various magazines
(Question 59)

	<u>Biennial study</u>				<u>Tracking study</u>			
	<u>Regu- larly</u>	<u>Now and then</u>	<u>Never</u>	<u>Don't know</u>	<u>Regu- larly</u>	<u>Now and then</u>	<u>Never</u>	<u>Don't know</u>
Reader's Digest	21%	37	42	11	28%	37	35	*
People	6%	31	62	1	8%	38	54	*
TV Guide	26%	25	49	1	33%	20	47	*
U.S. News & World Report	8%	23	68	1	12%	29	59	*
Sports Illustrated	7%	21	71	1	12%	26	62	*
Time	11%	32	56	1	19%	37	44	*
Newsweek	10%	30	59	1	16%	35	48	*

* Less than .5 percent

Summary--six magazines where industry ads are appearing

	<u>Biennial study</u>	<u>Tracking study</u>
<u>Read:</u>		
At least one magazine regularly	54%	57%
None regularly, but at least two occasionally	31	24
Only one occasionally or none	15	19

0002665331

Physiological/Psychological Differences
Between Smokers and Non-Smokers

In this study we asked a number of new questions to explore further than in the past possible physiological and psychological differences between smokers and non-smokers. These questions dealt with people's perception of the daily stress they are under, whether they cover up or show their anger, whether they tend to worry or take things as they come, which fears and anxieties they suffer from, the degree to which they like to stay home or go out and their food preferences. We also asked for respondents height and weight. In addition, we repeated a question asked in the past as to how people rate their current state of health.

Only three of the new questions asked showed any real difference between smokers and non-smokers. In past studies we have asked people whether they feel they are subject to more than usual tension and stress in their lives or no more than most people. On this subjective evaluation, smokers more than non-smokers say they are under more than usual stress. In this study we tried to get at this with a less subjective question--how often people say they are under pressure to meet some kind of deadline. The new question shows that smokers are more inclined than non-smokers to say they are "constantly" under pressure to meet some kind of deadline. This is especially true of very heavy smokers (40 or more per day).

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How often under pressure to meet some kind of deadline
(Question 50)

	<u>Constantly</u>	<u>Usually</u>	<u>Occasionally</u>	<u>Almost never</u>
	%	%	%	%
Total sample	18	19	39	24
Total smokers	22	18	35	25
Light smokers	24	15	31	30
Moderate smokers	21	16	37	26
Heavy smokers (Total)	22	20	35	23
20 - 39	20	20	36	22
40 or more	25	18	32	26
Total non-smokers	16	19	41	24
Ex-smokers	16	16	38	29
Never smoked	15	20	43	21

Almost a reverse difference was shown in answer to another question--whether people tend to worry about things that might happen, or pretty much take things as they come. Here, non-smokers more than smokers say they "tend to worry".

Whether tend to worry about things that might happen
or pretty much take things as they come
(Question 52)

	<u>Tend to worry</u>	<u>Take things as they come</u>	<u>Don't know/ No answer</u>
	%	%	%
Total sample	35	65	1
Total smokers	31	69	1
Light smokers	30	70	-
Moderate smokers	32	67	1
Heavy smokers (Total)	30	69	1
20 - 39	30	70	1
40 or more	32	67	1
Total non-smokers	37	63	1
Ex-smokers	37	63	1
Never smoked	37	63	*

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In an entirely different area, food preferences, there appear to be consistent, if not dramatic, differences between smokers and non-smokers.

Asked which of a list of fourteen foods they particularly like, non-smokers more heavily liked sweets--ice cream, apple pie and candy. Smokers tended more to like salty flavors and highly spiced or flavored foods--salted nuts, onions, garlic, hot peppers, worcestershire sauce, tobasco sauce and anchovies.

It is possible that smokers like more highly flavored foods because smoking has dulled their taste buds. This would not explain, however, their lesser preference for sweets.

Foods particularly liked
(Question 55)

	Smokers					Non-smokers		
	Total	Total smokers	Light smokers	Moderate smokers	Heavy smokers	Total non-smokers	Ex-smokers	Never smoked
	%	%	%	%	%	%	%	%
Ice cream	74	67	69	72	64	78	73	80
Apple pie	64	60	56	65	58	66	64	66
Salted nuts	54	57	55	57	57	52	52	52
Onions	53	57	55	60	57	50	53	49
Candy	48	44	44	43	44	49	48	50
Garlic	36	41	39	45	39	34	36	32
Liver	35	38	39	39	38	34	39	31
Sweetbreads	28	31	28	33	30	26	25	27
Hot peppers	24	29	32	30	28	22	26	20
Worcestershire sauce	24	29	31	28	28	21	22	21
Hot mustard	19	22	28	22	21	17	21	15
Tobasco sauce	17	22	24	21	22	14	17	12
Anchovies	11	14	13	10	15	10	12	8

0002665334

On one other question designed to probe sociability (how many out of four Saturday nights would you prefer to spend at parties rather than at home), smokers tended slightly more than non-smokers to like going out. This may be age-related, we realize, because smokers tend to be younger than non-smokers on average, and young people tend to like to go out more than older people--and the differences are slight.

How many out of four Saturdays people would prefer
to spend at parties rather than at home
(Question 54)

	Smokers					Non-smokers		
	Total	Total smokers	Light smokers	Mod-erate smokers	Heavy smokers	Total non-smokers	Ex-smokers	Never smoked
	%	%	%	%	%	%	%	%
One	34	33	21	28	37	34	34	34
Two	21	23	23	24	22	20	19	21
Three	5	5	7	6	5	6	4	6
Four	10	12	16	13	11	8	7	9
None	29	25	30	28	24	30	34	28
Don't know/ No answer	1	1	3	1	1	2	2	1

On three other questions there was virtually no difference between smokers and non-smokers--when angry are they more likely to show it or cover it up, how often they eat between meals, which fears and anxieties people have. On only two fears and anxieties do smokers differ from non-smokers by four percentage points or more (the statistically significant margin): the prospect of failing at a job (smokers four points higher) and being confined in a small space (six points higher).

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Which of various fears and anxieties are yours
(Question 53)

	Smokers					Non-smokers		
	Total	Total smokers	Light smokers	Mod-erate smokers	Heavy smokers	Total non-smokers	Ex-smokers	Never smoked
	%	%	%	%	%	%	%	%
Prospect of being caught in a fire	45	46	45	49	45	44	42	45
Prospect of being mugged	39	38	43	43	36	39	34	41
Prospect of drowning	38	39	45	40	37	37	35	38
Making a speech in public	36	35	33	30	38	37	37	36
High places	32	32	25	30	34	32	32	32
Flying in a plane	21	23	21	28	21	20	18	21
Being confined in small space	20	24	26	27	22	18	20	17
Prospect of failing at job	16	19	22	20	17	15	15	15
Being in a very dark place	12	12	17	13	12	12	10	14
Getting lost	12	13	25	14	11	11	8	13
Being in a large crowd	10	12	11	10	13	10	11	9
Being alone in a house	9	8	8	10	8	9	8	9
Entering room full of people	9	9	7	5	11	9	10	9
Riding in elevator	7	5	3	6	5	7	5	8
Riding in car	6	7	8	7	7	5	6	5
Calling some-one on phone you don't know	6	6	7	6	6	7	6	7
Meeting new people	6	7	8	5	7	6	4	6
Meeting some-one famous/very important	6	6	9	7	5	6	4	6
Driving a car	5	4	1	7	3	5	5	4
None	12	13	10	13	14	12	15	10

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When angry, more likely to show it or cover it up
(Question 51)

	Smokers					Non-smokers		
	<u>Total</u>	<u>Total smokers</u>	<u>Light smokers</u>	<u>Mod-erate smokers</u>	<u>Heavy smokers</u>	<u>Total non-smokers</u>	<u>Ex-smokers</u>	<u>Never smoked</u>
	%	%	%	%	%	%	%	%
Show it	51	50	41	50	51	51	55	49
Try to cover it up	46	48	56	48	47	46	42	48
Don't know/ No answer	3	2	2	3	2	3	3	3

How often eat between meals
(Question 56)

	Smokers					Non-smokers		
	<u>Total</u>	<u>Total smokers</u>	<u>Light smokers</u>	<u>Mod-erate smokers</u>	<u>Heavy smokers</u>	<u>Total non-smokers</u>	<u>Ex-smokers</u>	<u>Never smoked</u>
	%	%	%	%	%	%	%	%
Almost every day	36	37	37	35	37	36	36	36
Now and then	36	33	28	37	33	37	36	38
Rarely or never	28	30	36	28	29	27	28	26
Don't know/ No Answer	*	*	-	1	*	*	*	*

As to height and weight differences, both male and female smokers tend to be slightly taller and to weigh slightly less than non-smokers. This would appear to be age related.

	<u>Females</u>	<u>Males</u>
Median height (in inches)		
Smokers	64.3	70.3
Non-smokers	63.9	70.1
Median weight (in pounds)		
Smokers	133.5	168.7
Non-smokers	136.2	173.3

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Non-smokers tend to rate their current state of health slightly better than smokers, as has been the case in the past two studies. As we have noted before, whether this evaluation is real, or whether the result of more consciousness of health on the part of smokers as a result of the whole smoking and health issue, we do not know.

How rate personal health
(Question 49)

	Smokers					Non-smokers				
	1982	1980	1978	1974	1970	1982	1980	1978	1974	1970
	%	%	%	%	%	%	%	%	%	%
Very good	33	36	33	37	35	38	40	39	39	36
Good	47	43	45	42	41	44	41	41	41	42
Fair	17	16	17	17	19	15	15	16	17	17
Poor	3	3	3	2	3	2	3	2	2	3
Very poor	1	1	1	1	1	1	*	1	1	1
Don't know/ No answer	*	*	1	1	1	*	1	1	*	1

* Less than .5 percent

Those who have never smoked and light smokers rate their health the best.

	Rate their current health:				
	Very good	Good	Fair	Poor	Very poor
	%	%	%	%	%
Total	37	45	15	2	1
Smokers (total)	33	47	17	3	1
Light smokers (1-9)	40	41	14	5	-
Moderate smokers (10-19)	33	47	15	3	2
Heavy smokers:					
(20-39)	30	49	17	2	1
(40 or more)	34	39	21	5	1
Non-smokers (total)	38	44	15	2	1
Ex-smokers	33	44	18	3	2
Never smoked	42	44	13	1	*

* Less than .5 percent

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METHODOLOGY AND QUESTIONNAIRES

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METHODOLOGY

Background

This study is the eighth of a series of studies for The Tobacco Institute. These studies have been conducted at two year intervals--in April 1968, in April 1970, in April 1972, in April 1974, in March 1976, in March 1978, in March 1980, and this one in May. The current study provides a measure of changes in attitudes over the past fourteen years and will also provide another bench mark against which to measure any further changes in the future.

How The Study Was Conducted

The interviews in this study were obtained by interviewing a representative nationwide cross section of 2500 people 17 years of age and over.

The sampling method used was a modified probability sampling of the same design as that used in the previous seven studies. Specific locations for interviewing were selected by probability methods down to the block in which interviews were made (or segments in the case of rural open country areas), but certain controls were used in the selection of respondents at the block level in place of a probability selection of respondents.

The selection of locations was divided into three stages. The first stage consisted of a selection of counties which were drawn at random proportionate to population from all counties in the United States. The second stage consisted of a selection of locations (city, town or unincorporated places) within each county, with the selection again made proportionate to population in different sizes of community within the counties. The third stage consisted of a selection of specific points within the cities, towns and unincorporated places. In cities of 50,000 population and over, for which Census block statistics are available, blocks were selected at random proportionate to population.

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In smaller towns and cities, for which block statistics are not supplied by the Census, blocks were randomly selected from maps. In unincorporated places such as open country areas and urban fringe areas, segments were selected at random from county maps. Interviewers were given a specific starting household and a prescribed method of contacting households in each block and segment.

Controls for sex, age and employed women were used in order to insure their proper representation in the sample. These assignments were made in accordance with Census statistics.

All interviews were obtained in the homes of respondents (one interview per home), with male interviews (and those with employed women) conducted during the evening or on Saturday, and female interviews conducted during the day.

Interviewing was carried out between May 8 and May 22, 1982.

Two forms of the questionnaire were used for the study. They differed with respect to five questions.

The following questions are those in which there were differences between the two forms:

Question 3. On the white X form, the question asked about the importance of a number of industries to the economy of the country. On the blue Y form, the question asked about the importance of those same industries as sources of tax revenue to the government.

Question 5. The items asked about were in reverse order on the Y form from the order on the X form.

Question 18. This question is entirely different on the X form, having to do with arguments that have been given for passing a law against smoking in public places. On the Y form, respondents were shown arguments that have been given for not passing a law against smoking in public places.

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Question 21. In this question, half the sample was questioned on the X form about raising cigarette taxes to the level of New York State, the highest in the nation. On the Y version, they were questioned about lowering cigarette taxes to the level of North Carolina, the lowest in the nation.

Question 28. This question is different on the two forms. On the X form the question asked smokers how often they feel uncomfortable about smoking around others. On the Y form the question asked smokers whether the increasing restrictions, prohibitions and taxes have made them more careful and sensitive about smoking, or more annoyed and aggressive about defending their right to smoke.

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CF #

6-	7-	8-	9-	10-	11-	12-	13-

STUDY #243-046

MAY 1982

COUNTY

PLACE

Blk.#

X 5-1

Time started _____ Time finished _____ Total minutes _____ 14,15

1. I'm from The Roper Organization and we're making a survey on topics in the news today. First, I'd like to ask you where you usually get most of your news about what's going on in the world today--from newspapers, or radio, or television, or magazines, or talking to people, or where?

Newspapers.....	1	16/
Radio.....	2	
Television.....	3	
Magazines.....	4	
People.....	5	
Other.....	6	
Don't know.....	7	

2. Turning now to something else, we'd like your impression as to how interested a few major industries are in the safety and welfare of the people who use their products and services. (HAND RESPONDENT CARD) Using this card, how interested would you say the automobile industry is in the safety and welfare of its customers? How about the drug industry? (ASK ABOUT EACH INDUSTRY)

	<u>Very interested</u>	<u>Moderately interested</u>	<u>Not very interested</u>	<u>Not at all interested</u>	<u>Don't know</u>	
a. Automobile industry.....	1	2	3	4	5	17/
b. Drug industry.....	1	2	3	4	5	18/
c. Tobacco industry.....	1	2	3	4	5	19/
d. Liquor industry.....	1	2	3	4	5	20/
e. Chemical industry.....	1	2	3	4	5	21/
f. Oil industry.....	1	2	3	4	5	22/
g. Food processing and manufacturing industry.....	1	2	3	4	5	23/
h. Electric power industry.....	1	2	3	4	5	24/

3. Now we'd like your impression as to how important these industries are to our economy, taking into account the number of jobs they provide, the sales they produce, etc. (HAND RESPONDENT CARD)

Using this card, how important would you say the automobile industry is to our economy? How about the drug industry? (ASK ABOUT EACH INDUSTRY)

	<u>Very important</u>	<u>Moderately important</u>	<u>Not very important</u>	<u>Not at all important</u>	<u>Don't know</u>	
a. Automobile industry.....	1	2	3	4	5	25/
b. Drug industry.....	1	2	3	4	5	26/
c. Tobacco industry.....	1	2	3	4	5	27/
d. Liquor industry.....	1	2	3	4	5	28/
e. Chemical industry.....	1	2	3	4	5	29/
f. Oil industry.....	1	2	3	4	5	30/
g. Food processing and manufacturing industry.....	1	2	3	4	5	31/
h. Electric power industry.....	1	2	3	4	5	32/

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4. Local and state governments are always seeking ways to raise sufficient tax revenues. One way to achieve this is to tax everyone equally, such as through a general sales tax. Another way is to apply special taxes to users of specific products, such as gasoline, cigarettes, liquor, etc. When local and state taxes need to be increased, which one of these taxes would you be most willing to see raised? (HAND RESPONDENT CARD)

General sales tax.....	1	33/
Gasoline taxes.....	2	
Cigarette taxes.....	3	
Liquor taxes.....	4	
Don't know.....	5	

5. This is a question about what an employer can require when he is choosing somebody to hire. Do you think an employer should or should not have the right to refuse to employ someone who smokes cigarettes? How about someone who (READ REMAINING ITEMS FROM THE TOP DOWN):

	<u>Should</u>	<u>Should not</u>	<u>Don't know</u>	
smokes cigarettes?.....	1	2	3	34/
drinks alcoholic beverages from time to time?..	1	2	3	35/
drives a motorcycle?.....	1	2	3	36/
is over 65?.....	1	2	3	37/
is a homosexual?.....	1	2	3	38/
is black?.....	1	2	3	39/
is physically handicapped?.....	1	2	3	40/
is a woman of childbearing age?.....	1	2	3	41/

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6. Now, here are some things being talked about that can affect people's health, safety or welfare. (HAND RESPONDENT CARD) Which two or three things on the list are you personally most concerned about as far as the possible effects on the health, safety or welfare of you and your family?

	6. Most con- cerned about (col.42)	7. Govern- ment should take more steps	7. Govern- ment has already gone too far	7. Govern- ment is making the right effort	Don't know	
a. Air pollution.....	1	1	2	3	4	44/
b. Water pollution.....	2	1	2	3	4	45/
c. The safety of prescription drugs and medicines.....	3	1	2	3	4	46/
d. Use of alcoholic beverages.....	4	1	2	3	4	47/
e. Cigarette smoking.....	5	1	2	3	4	48/
f. Being around people who are smoking	6	1	2	3	4	49/
g. Food additives.....	7	1	2	3	4	50/
h. Automobile safety.....	8	1	2	3	4	51/
i. Being exposed to dust and fumes on the job.....	9	1	2	3	4	52/
	(col.43)					
j. Use of marijuana.....	1	1	2	3	4	53/
k. Narcotics addiction (heroin, etc.).	2	1	2	3	4	54/
l. Crime in the streets.....	3	1	2	3	4	55/
m. Nuclear radiation.....	4	1	2	3	4	56/
n. Chemical waste disposal.....	5	1	2	3	4	57/
None of these (vol.).....	6					
Don't know.....	7					

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7. Some people have said the Federal Government should take more steps to protect the public against certain of these hazards. Others have said the government has already gone too far on some of them. Still others say the government is making about the right effort now. For each item on that list, would you tell me how you personally feel?

First, air pollution--do you think the government should take more steps to protect the public, or that they've gone too far now, or that the government is making about the right effort to protect the public? How about water pollution? (ASK ABOUT EACH ITEM) (RECORD ABOVE)

8. Now I'm going to mention some commercial products that may be dangerous to their users. Please tell me whether you feel the government ought to ban the product entirely, or whether you think it ought to be sold but only with a warning label on the product, or whether you think it ought to be sold without any warning label. How about (READ EACH PRODUCT FROM THE TOP DOWN)--should they (it) be banned, sold with a warning label, or sold without a warning label?

	<u>Ban the product</u>	<u>Warning label</u>	<u>No label</u>	<u>Don't know</u>	
a. Automobiles.....	1	2	3	4	58/
b. Alcoholic beverages..	1	2	3	4	59/
c. Microwave ovens.....	1	2	3	4	60/
d. Hair dyes.....	1	2	3	4	61/
e. Saccharin.....	1	2	3	4	62/
f. Cigarettes.....	1	2	3	4	63/

9. Here is a list of things that different people have told us bother them. (HAND RESPONDENT CARD) For each one would you tell me whether it is a real annoyance to you, a minor irritation, or something that doesn't bother you? First, (read item). (ASK ABOUT EACH ONE)

	<u>Real annoyance</u>	<u>Minor irritation</u>	<u>Doesn't bother</u>	<u>Don't know</u>	
a. People getting ahead of you in line.....	1	2	3	4	64/
b. The driver in the car behind you honking when nothing in front of you is moving....	1	2	3	4	65/
c. People with colds coughing near you.....	1	2	3	4	66/
d. Sitting next to someone in a restaurant, bus or theatre who hasn't used a deodorant	1	2	3	4	67/
e. People who play transistor radios on buses, trains or planes.....	1	2	3	4	68/
f. A driver not dimming his headlights when he approaches you at night.....	1	2	3	4	69/
g. People smoking around you.....	1	2	3	4	70/
h. A neighbor who doesn't control his barking dog.....	1	2	3	4	71/
i. Sitting next to someone in a restaurant, bus or theatre who has on too much perfume or shaving lotion.....	1	2	3	4	72/
j. A parent who doesn't control an unruly child in public places.....	1	2	3	4	73/

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80-1

10. Now I'm going to name some things and we'd like to know how much difference you think each one makes in how long a person lives--a great difference, some difference, or almost no difference?

First, if a person is 20 lbs. overweight--do you think that makes a great difference in how long a person lives, some difference, or almost no difference? How about if a person doesn't get regular exercise--does that make a great difference, some difference, or almost no difference in how long a person lives? (ASK ABOUT EACH ITEM)

	Great difference	Some difference	Almost no difference	Don't know	
a. If a person is 20 lbs. overweight.....	1	2	3	4	7/
b. If a person doesn't get regular exercise.....	1	2	3	4	8/
c. If a person drinks 3 or 4 highballs a day.....	1	2	3	4	9/
d. If a person lives under a lot of tension and stress.....	1	2	3	4	10/
e. If a person smokes a pack of cigarettes a day..	1	2	3	4	11/
f. If a person regularly eats a lot of food with a high cholesterol content, like butter, eggs, etc.	1	2	3	4	12/

11. How do you feel about being near a person who is smoking cigarettes? Do you find it pleasant or annoying, or doesn't it affect you one way or the other?

Pleasant..... 1 13/
 Annoying..... 2
 Doesn't affect one way or the other..... 3
 Don't know..... 4

12. Well, as you probably know, some people have said it's bad even to be around people who smoke because of the smoke you inhale even if you're not smoking yourself. How do you feel about that--do you think it probably is hazardous to your health to be around people who are smoking, even when you're not smoking yourself, or that it probably doesn't have any real effect on your health?

Probably is hazardous..... 1 14/
 Probably doesn't have any real effect..... 2
 Don't know..... 3

INSTRUCTION: IF "ANNOYING" IN Q.11, ASK Q.13;
 IF NOT, SKIP TO Q.14.

13. Do you think you are allergic to cigarette smoke or do you just find it unpleasant?

Allergic..... 1 15/
 Unpleasant..... 2
 Don't know..... 3

14. What do you think are the major effects of cigarette advertising--do you think advertising for various brands of cigarettes causes youngsters and non-smoking adults to become smokers, or that it causes smokers to switch from one brand to another, or don't you think it has much effect of any kind?

Causes youngsters and non-smoking adults to become smokers..... 1 16/
 Causes smokers to switch brands..... 2
 Both (vol.)..... 3
 Doesn't have much effect of any kind..... 4
 Don't know..... 5

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15. Here is a list of some different kinds of places. (HAND RESPONDENT CARD) For each one, would you tell me whether you think separate sections of facilities should be provided for smokers and non-smokers, or whether smokers should be allowed to smoke anywhere? First, (name place). Should separate sections be provided for smokers in (place), or should smokers be allowed to smoke anywhere? (ASK ABOUT EACH THROUGH "h")

	15.				16.			
	Sepa- rate	Any- where	Don't know		Banned	Not banned	Don't know	
a. Trains, airplanes, buses.....	1	2	3	17/	1	2	3	25/
b. Eating places.....	1	2	3	18/	1	2	3	26/
c. Theatres.....	1	2	3	19/	1	2	3	27/
d. Work places or offices.....	1	2	3	20/	1	2	3	28/
e. Indoor sporting events.....	1	2	3	21/	1	2	3	29/
f. Public meetings.....	1	2	3	22/	1	2	3	30/
g. Barber or beauty shops.....	1	2	3	23/	1	2	3	31/
h. Train, plane or bus stations.....	1	2	3	24/	1	2	3	32/

On "16" card only:

i. Elevators.....	1	2	3	33/
j. Taxis.....	1	2	3	34/
k. Retail stores.....	1	2	3	35/
l. City, state or federal buildings.....	1	2	3	36/
m. Doctors' or dentists' waiting rooms.....	1	2	3	37/

16. Now here is a somewhat longer list of places. (HAND RESPONDENT CARD) For each one, would you tell me whether you think smoking should be banned entirely in that kind of place or not? First, (name place). (ASK ABOUT EACH THROUGH "m") (RECORD ABOVE)

17. Where smoking in public places is prohibited by law, what do you think the penalty for smoking should be-- a jail term, a fine, or a warning to stop?

Jail.....	1	38/
Fine.....	2	
Warning.....	3	
Don't know.....	4	

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18. Here are some arguments that have been given for passing a law against smoking in public places. (HAND RESPONDENT CARD) Would you read over the list and then tell me which one or two of those you, yourself, feel are the very strongest arguments?

- | | | |
|--|---|-----|
| a. The health of nonsmokers is harmed by other people smoking in their presence..... | 1 | 39/ |
| b. Nonsmokers are a majority and so their rights come before the rights of smokers..... | 2 | |
| c. Even if there is no health hazard to them, many people are annoyed by other people smoking in their presence..... | 3 | |
| d. Nonsmokers are entitled to breathe air free of tobacco smoke..... | 4 | |
| e. The government should protect people who don't want other people to smoke around them in public places..... | 5 | |
| f. Some nonsmokers are allergic to tobacco smoke..... | 6 | |
| g. Tobacco smoke can contribute to the discomfort of many individuals | 7 | |
| h. Smoking is an unattractive habit..... | 8 | |
| i. Smoking creates litter problems in public places..... | 9 | |
| j. It would not be a hardship on smokers to stop smoking in public places..... | 1 | 40/ |
| k. Smoking tends to be a fire hazard in public places..... | 2 | |
| None..... | 3 | |
| Don't know..... | 4 | |

19. Some people say smoking is a habit, others say it's an addiction, and still others say it's neither one. Do you think it's a habit, an addiction, or neither one?

- | | | |
|-------------------|---|-----|
| A habit..... | 1 | 41/ |
| An addiction..... | 2 | |
| Neither one..... | 3 | |
| Both (vol.)..... | 4 | |
| Don't know..... | 5 | |

20. As you may know, criminals buy cigarettes in states that have low cigarette taxes and sell them illegally in states with high taxes. How concerned are you about this cigarette bootlegging? Are you very concerned, somewhat concerned, not too concerned, or not at all concerned about cigarette bootlegging?

- | | | |
|---------------------------|---|-----|
| Very concerned..... | 1 | 42/ |
| Somewhat concerned..... | 2 | |
| Not too concerned..... | 3 | |
| Not at all concerned..... | 4 | |
| Don't know..... | 5 | |

21. As one way to stop cigarette bootlegging, it has been suggested that the Federal Government should tax cigarettes so that the cost of a pack of cigarettes in every state would be brought up to the level of New York State--which is the highest in the nation. Would you be in favor of such a tax or would you be opposed to it?

- | | | |
|-----------------|---|-----|
| Favor..... | 1 | 43/ |
| Opposed..... | 2 | |
| Don't know..... | 3 | |

22. Do you yourself smoke cigarettes, by that I mean as much as a pack a week?

- | | | |
|---------------|---|----------------|
| Yes..... | 1 | (ASK 23) 44/ |
| No..... | 2 | } (SKIP TO 31) |
| Don't know... | 3 | |

23. When you're indoors with other people, do you light up a cigarette without really thinking about it, or do you look around and then decide whether it's okay, or do you ask if others would mind, or do you just not smoke?

- | | | |
|----------------------------------|---|-----|
| Light up..... | 1 | 45/ |
| Look around and then decide..... | 2 | |
| Ask others..... | 3 | |
| Not smoke..... | 4 | |
| It depends (vol.)..... | 5 | |
| Don't know..... | 6 | |

24. About how many cigarettes do you usually smoke per day now?

- | | |
|-----------------|-------|
| (write in) | 46/47 |
| Don't know..... | Y |

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25. Would you say that you want to continue smoking, that you'd sort of like to give it up, or that you'd very much like to quit smoking?

Want to continue smoking.....	1	48/
Sort of like to give it up...	2	
Very much like to quit.....	3	
Like to quit but can't (vol.)	4	
Don't know.....	5	

26. Have you ever tried to quit smoking and given it up for as long as a week?

Yes.....	1	49/
No.....	2	
Don't know..	3	

27. Here is a list of reasons people have given as to why they continue to smoke despite having seen the warnings about smoking and health. (HAND RESPONDENT CARD) Would you read over those reasons and then call off those that come closest to explaining why you are still smoking despite the warnings?

a. These days they say everything is bad for you so I might as well smoke.....	1	50/
b. I don't think smoking is the only cause of the diseases they warn you about.....	2	
c. Only heavy smoking is dangerous and I don't smoke that much...	3	
d. I'd like to quit but I don't have the willpower.....	4	
e. I enjoy smoking and I don't want to give it up.....	5	
f. I just don't believe smoking is all that dangerous.....	6	
g. If I quit smoking I'd gain a lot of weight, and that would be worse for my health than smoking.....	7	
None of these (vol.).....	8	
Don't know.....	9	

28. There has been a lot of talk about smoking bothering other people. Do you find that you frequently feel uncomfortable about smoking around other people, occasionally feel uncomfortable, or seldom feel uncomfortable about smoking around others.

Frequently.....	1	51/
Occasionally.....	2	
Seldom.....	3	
Never (vol.).....	4	
Don't know.....	5	

29. The tax on a pack of cigarettes makes up nearly half the cost of cigarettes in most states. Do you think you would or would not smoke more if there were no tax on cigarettes?

Yes, would smoke more.....	1	52/
No, would not smoke more.....	2	
Don't know.....	3	

30. Is your brand of cigarettes a low tar cigarette--by that I mean it has 15 milligrams of tar or less--or do you smoke a cigarette with regular tar content, or don't you know which it is?

Low tar (15 mgs or less).....	1	} 53/
Regular content (over 15 mgs)...	2	
Don't know tar content.....	3	
No regular brand (vol.).....	4	

(SKIP TO 36)

31. Have you ever smoked cigarettes regularly--that is as much as a pack a week?

Yes.....	1	(ASK 32)
No.....	2	} (SKIP TO 35)
Don't know....	3	

32. How long ago did you stop smoking?

Within the last month.....	1	55/
Over a month to 3 months ago....	2	
Over 3 months to 6 months ago...	3	
Over 6 months to a year ago.....	4	
Over a year ago to 2 years ago..	5	
Over two years to 10 years ago..	6	
Over ten years ago.....	7	
Don't know.....	8	

33. About how many cigarettes a day were you smoking before you quit?

_____	56/57
(write in)	
Don't know.....	Y

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34. Here is a list of things that some people have said caused them to quit smoking. (HAND RESPONDENT CARD) Which one or two things on that list had the most to do with causing you to quit smoking?

- | | | |
|--|---|-----|
| a. Government reports on the effects of smoking on health..... | 1 | 58/ |
| b. The expense of smoking..... | 2 | |
| c. Doctors advising against smoking. | 3 | |
| d. A smoking clinic..... | 4 | |
| e. Children objecting to parents smoking..... | 5 | |
| f. Friends or relatives urging quitting smoking..... | 6 | |
| g. Health problems..... | 7 | |
| None..... | 8 | |
| Don't know..... | 9 | |

35. When you're indoors and someone is smoking, what do you normally do? Do you ask him to stop, or do you try to indicate disapproval without actually saying so, or do you try to move away from him or doesn't it matter to you, or do you actually enjoy it?

- | | | |
|---|---|-----|
| Ask him to stop..... | 1 | 59/ |
| Indicate disapproval without saying so..... | 2 | |
| Try to move away..... | 3 | |
| Doesn't matter..... | 4 | |
| Enjoy it..... | 5 | |
| It depends (vol.)..... | 6 | |
| Don't know..... | 7 | |

(ASK EVERYONE)

36. Have you read or heard anything during the past year that made you either more worried or less worried about smoking?

- | | | | |
|----------------|---|----------------|-----|
| Yes..... | 1 | (ASK 37) | 60/ |
| No..... | 2 | } (SKIP TO 39) | |
| Don't know.... | 3 | | |

37. Which did you feel--more worried or less worried?

- | | | |
|----------------|---|-----|
| More..... | 1 | 61/ |
| Less..... | 2 | |
| Don't know.... | 3 | |

38. What was it that you read or heard?

62-
63-
64-
65-

Don't know....65-Y

39. Do you feel you know enough about this whole matter of smoking and health, or do you feel you need to know more than you do?

- | | | |
|---------------------|---|-----|
| Know enough..... | 1 | 66/ |
| Need to know more.. | 2 | |
| Don't know..... | 3 | |

40. Here is a list of different kinds of organizations. (HAND RESPONDENT CARD) Would you look down this list and tell me which one or two you would consider the most reliable sources of information on smoking and health?

- | | | |
|---|---|-----|
| a. Medical schools..... | 1 | 67/ |
| b. Government agencies..... | 2 | |
| c. The Tobacco Institute..... | 3 | |
| d. Independent research laboratories..... | 4 | |
| e. Organizations like the American Medical Association... | 5 | |
| f. Organizations like the American Cancer Society..... | 6 | |
| None..... | 7 | |
| Don't know..... | 8 | |

41. In the controversy over smoking and health some people think the government has been unfair in focusing on cigarettes to the exclusion of other things that might be harmful to health. Others say the government cannot focus on it too much. What do you think--that the government has or has not focused unfairly on cigarettes?

- | | | |
|---|---|-----|
| Focused unfairly on cigarettes..... | 1 | 68/ |
| Has not focused unfairly on cigarettes..... | 2 | |
| Don't know..... | 3 | |

42. What do you think the cigarette industry believes about the case against cigarettes--do you think they know it's true but won't admit it, or that they suspect it's true but don't think it has been proven, or that they don't believe it's true?

- | | | | |
|------------------------------|---|----------------|-----|
| Know it's true..... | 1 | } (ASK 43) | 69/ |
| Suspect it's true... | 2 | | |
| Don't believe it's true..... | 3 | } (SKIP TO 44) | |
| Don't know..... | 4 | | |

43. What do you think they are doing about it--do you think they are working hard to try and find an answer, or that they're making some efforts but could do more, or that they're not doing much of anything about it?

Working hard.....	1	70/
Making some efforts.....	2	
Not doing much of anything	3	
Don't know.....	4	

44. In general, what would you say your attitude is toward the tobacco industry on the way they have reacted to the controversy on smoking and health--would you say your attitude toward the tobacco industry is very favorable, moderately favorable, not very favorable, or not at all favorable?

Very favorable.....	1	71/
Moderately favorable.....	2	
Not very favorable.....	3	
Not at all favorable.....	4	
Don't know.....	5	

45. Have you by chance seen any ads in any magazines during the past month or two that addressed themselves to any part of the controversy over cigarette smoking?

Yes.....	1	(ASK 46)	72/
No.....	2	} (SKIP TO 49)	
Don't know...	3		

46. Were those ads put out by the tobacco industry, or put out by someone like the Heart Association, the Cancer Society, or the Lung Association, or don't you remember who put them out?

Tobacco industry.....	1	(ASK 47)	73/
Heart, Cancer, Lung....	2	(SKIP TO 49)	
Both.....	3	(ASK 47)	
Don't remember.....	4	(SKIP TO 49)	

47. Did you find the ads put out by the tobacco industry very interesting and informative, somewhat interesting and informative, not very interesting and informative, or not at all interesting and informative.

Very.....	1	74/
Somewhat....	2	
Not very....	3	
Not at all..	4	
Don't know..	5	

48. Do you think those ads will make people feel more tolerant of smoking, or less tolerant of smoking, or don't you think they will affect the way people feel about smoking?

More.....	1	41/
Less.....	2	
Won't affect....	3	
Don't know.....	4	

49. I'd like to turn now to a few questions on some different subjects. First, how would you rate your health right now--would you say it is very good, good, fair, poor, or very poor?

Very good.....	1	42/
Good.....	2	
Fair.....	3	
Poor.....	4	
Very poor.....	5	
Don't know.....	6	

50. How often do you find that you are under pressure to meet some kind of deadline--constantly, usually, occasionally or almost never?

Constantly.....	1	43/
Usually.....	2	
Occasionally.....	3	
Almost never.....	4	
Don't know.....	5	

51. When you feel angry, are you more likely to show it or try to cover it up?

Show it.....	1	44/
Try to cover it up.....	2	
Don't know.....	3	

52. Do you tend to worry about things that might happen, or do you pretty much take things as they come?

Tend to worry...	1	45/
Take things as they come.....	2	
Don't know.....	3	

53. Almost everyone has fears or anxieties about at least some things. Here is a list of a number of things different people say make them fearful or cause them anxiety. (HAND RESPONDENT CARD) Would you read down that list and call off all the ones that are concerns of yours?

a. Flying in a plane.....	1	46/
b. Driving a car.....	2	
c. Riding in a car.....	3	
d. Being confined in a small place..	4	
e. Being in a large crowd.....	5	
f. High places.....	6	
g. Being in a very dark place.....	7	
h. Being alone in a house.....	8	
i. Riding in an elevator.....	9	
j. Getting lost.....	0	
k. Making a speech in public.....	X	
l. Calling someone on the telephone that you don't know.....	1	47/
m. Meeting new people.....	2	
n. Entering a room full of people...	3	
o. The prospect of failing at your job.....	4	
p. Meeting someone who is famous or very important.....	5	
q. The prospect of being caught in a fire.....	6	
r. The prospect of drowning.....	7	
s. The prospect of being mugged.....	8	
None.....	9	
Don't know.....	0	

54. There are four Saturday nights in a typical month. You could spend all four of them at parties with friends, or you could spend all four of them at home with your family talking, reading or watching TV. How many of the four Saturdays, if any, would you prefer to spend at parties with friends?

One.....	1	48/
Two.....	2	
Three.....	3	
Four.....	4	
None.....	5	
Don't know...	6	

55. Here is a list of foods and seasonings. (HAND RESPONDENT CARD) Would you read down that list and call off those, if any, that you particularly like?

a. Ice cream.....	1	49/
b. Candy.....	2	
c. Apple pie.....	3	
d. Salted nuts.....	4	
e. Hot mustard.....	5	
f. Tabasco sauce.....	6	
g. Worcestershire sauce...	7	
h. Hot peppers.....	8	
i. Anchovies.....	9	
j. Garlic.....	1	50/
k. Onions.....	2	
l. Liver.....	3	
m. Oysters.....	4	
n. Sweetbreads.....	5	
None.....	6	
Don't know.....	7	

56. How often would you say you eat between meals--almost every day, now and then, or rarely or never?

Almost every day.....	1	51/
Now and then.....	2	
Rarely or never.....	3	
Don't know.....	4	

57. About how many flights on commercial airlines--if any--have you made in the last year?

None.....	1	52/
One to three.....	2	
Four to nine.....	3	
Ten or more.....	4	
Don't know.....	5	

58. About how many times--if any--have you eaten dinner or supper out in a restaurant during the last month?

None.....	1	53/
One to three.....	2	
Four to nine.....	3	
Ten or more.....	4	
Don't know.....	5	

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59. I'm going to read off a few magazines, and would you tell me how often, if ever, you read them? (READ MAGAZINE NAME)--do you read it regularly, or read it now and then, or almost never see it? (ASK ABOUT EACH)

	Regularly	Now and then	Never	Don't know	
Reader's Digest.....	1	2	3	4	54/
People.....	1	2	3	4	55/
TV Guide.....	1	2	3	4	56/
U.S. News & World Report.....	1	2	3	4	57/
Sports Illustrated.....	1	2	3	4	58/
Time.....	1	2	3	4	59/
Newsweek.....	1	2	3	4	60/

Now, some questions for tabulating purposes.

60. Are you married, single, widowed, separated or divorced?

Married.....	1	61/
Single.....	2	
Widowed.....	3	
Separated.....	4	
Divorced.....	5	

61. Do you have any children under the age of 18?

Yes.....	1	62/
No.....	2	

62. What was the last year of regular school that you completed--not counting specialized schools like secretarial, art or trade schools?

No school.....	1	63/
Grade school (1 - 8) ..	2	
Some H.S. (9 - 11)	3	
H.S. Grad. (12)	4	
Some coll. (13 - 15) ..	5	
Coll. Grad. (16)	6	
Post Grad. (17+)	7	

63a. Are you at present employed, either full-time or part-time?

Full-time.....	1	} (SKIP TO 63c)	64/
Part-time.....	2		
Not employed....	3	(ASK 63b)	

63b. Are you (CALL OFF APPROPRIATE CATEGORIES)

A housewife,.....	1	} (SKIP TO 64)	65/
Unemployed,.....	2		
A student,.....	3		
Retired,.....	4		
Or what? (all other)	5		

63c. What is your occupation?

Top management, top talent and major professional.....	1	66/
Executive, administrative, lesser professional.....	2	
Owner--small retail or business....	3	
Farmers (owners and managers).....	4	
Technicians, minor administrative..	5	
White collar, clerical (non-supervisory).....	6	
Salesmen.....	7	
Skilled and semi-skilled labor.....	8	
Unskilled labor.....	9	
Service and protective workers.....	0	

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64. Do you, or does anyone in your family living here at home belong to a labor union?

Respondent belongs to union..... 1 67/
 Other family member belongs to union 2
 No one belongs to union..... 3
 Don't know..... 4

65. Now here is a list of income categories. (HAND RESPONDENT CARD) Would you call off the letter of the category that best describes the combined annual income of all members of this household, including wages or salary, pensions, interest or dividends, and all other sources?

a. Under \$5,000..... 1 68/
 b. \$5,000 to \$6,999..... 2
 c. \$7,000 to \$9,999..... 3
 d. \$10,000 to \$14,999..... 4
 e. \$15,000 to \$19,999..... 5 (SKIP TO 67)
 f. \$20,000 to \$24,999..... 6
 g. \$25,000 to \$29,999..... 7
 h. \$30,000 to \$34,999..... 8
 i. \$35,000 to \$39,999..... 9
 j. \$40,000 and over..... 0

Not sure/refused..... X (GO TO 66)

66. INTERVIEWER: ESTIMATE INCOME CATEGORY.

a. Under \$10,000..... 1 69/
 b. \$10,000 to \$19,999..... 2
 c. \$20,000 to \$29,999..... 3
 d. \$30,000 and over..... 4

67. Here is a list of age groups. (HAND RESPONDENT CARD) Would you call off the letter of the age group you happen to be in? (IF REFUSED, INTERVIEWER ESTIMATE GROUP)

a. 17 to 20..... 1 70/
 b. 21 to 24..... 2
 c. 25 to 34..... 3
 d. 35 to 49..... 4
 e. 50 to 59..... 5
 f. 60 & over..... 6
 Refused..... 7 (ESTIMATE AND RECORD ABOVE)

68. Would you look at this card (HAND RESPONDENT CARD) and call off the letter of the category that best fits your height?

a. Under 4 ft. 10 inches..... 1 71/
 b. 4 ft. 10 in. to under 5 ft..... 2
 c. 5 ft. to under 5 ft. 2 in..... 3
 d. 5 ft. 2 in. to under 5 ft. 4 in.. 4
 e. 5 ft. 4 in. to under 5 ft. 6 in.. 5
 f. 5 ft. 6 in. to under 5 ft. 8 in.. 6
 g. 5 ft. 8 in. to under 5 ft. 10 in. 7
 h. 5 ft. 10 in. to under 6 ft..... 8
 i. 6 ft. to under 6 ft. 2 in..... 9
 j. 6 ft. 2 in. to under 6 ft. 4 in.. 0
 k. 6 ft. 4 in. or taller..... X
 Don't know/refused..... Y (ESTIMATE AND RECORD ABOVE)

69. Now would you look at this card (HAND RESPONDENT CARD) and call off the letter of the category that best fits your present weight?

a. Under 100 lbs..... 1 72/
 b. 100 - 109 lbs..... 2
 c. 110 - 119 lbs..... 3
 d. 120 - 129 lbs..... 4
 e. 130 - 139 lbs..... 5
 f. 140 - 149 lbs..... 6
 g. 150 - 159 lbs..... 7
 h. 160 - 169 lbs..... 8
 i. 170 - 179 lbs..... 9
 j. 180 - 189 lbs..... 1 73/
 k. 190 - 199 lbs..... 2
 l. 200 lbs. or over..... 3
 Don't know/refused.... 4 (ESTIMATE & RECORD ABOVE)

FACTUAL

Sex			Race			Hispanic		
Male..	1	74/	White	1	75/	Yes..	1	76/
Female	2		Black	2		No..	2	
			Other	3				

Name _____

Address _____

City or Town _____

State _____ Zip Code _____

Apt. # _____

Area Code _____ Telephone # _____ 68-77

Date _____ 78/79

Interviewer's Initials _____

CR#

5	6	7	8	9	10	11	12	13
---	---	---	---	---	----	----	----	----

STUDY #243-046

MAY 1982

COUNTY

PLACE

DATE

Y-5

Time started

Time finished

Total minutes

14:15

1. I'm from The Roper Organization and we're making a survey on topics in the news today. First, I'd like to ask you where you usually get most of your news about what's going on in the world today--from newspapers, or radio, or television, or magazines, or talking to people, or where?

Newspapers.....	1	16%
Radio.....	2	
Television.....	3	
Magazines.....	4	
People.....	5	
Other.....	6	
Don't know.....	7	

2. Turning now to something else, we'd like your impression as to how interested a few major industries are in the safety and welfare of the people who use their products and services. (HAND RESPONDENT CARD) Using this card, how interested would you say the automobile industry is in the safety and welfare of its customers? How about the drug industry? (ASK ABOUT EACH INDUSTRY)

	Very interested	Moderately interested	Not very interested	Not at all interested	Don't know	
a. Automobile industry.....	1	2	3	4	5	17%
b. Drug industry.....	1	2	3	4	5	18%
c. Tobacco industry.....	1	2	3	4	5	19%
d. Liquor industry.....	1	2	3	4	5	20%
e. Chemical industry.....	1	2	3	4	5	21%
f. Oil industry.....	1	2	3	4	5	22%
g. Food processing and manufacturing industry.....	1	2	3	4	5	23%
h. Electric power industry.....	1	2	3	4	5	24%

3. Now we'd like your impression as to how important these industries are as sources of tax revenue to the government. (HAND RESPONDENT CARD) Using this card, how important would you say the automobile industry is as a source of tax revenue to the government? How about the drug industry? (ASK ABOUT EACH INDUSTRY)

	Very important	Moderately important	Not very important	Not at all important	Don't know	
a. Automobile industry.....	1	2	3	4	5	25%
b. Drug industry.....	1	2	3	4	5	26%
c. Tobacco industry.....	1	2	3	4	5	27%
d. Liquor industry.....	1	2	3	4	5	28%
e. Chemical industry.....	1	2	3	4	5	29%
f. Oil industry.....	1	2	3	4	5	30%
g. Food processing and manufacturing industry.....	1	2	3	4	5	31%
h. Electric power industry.....	1	2	3	4	5	32%

4. Local and state governments are always seeking ways to raise sufficient tax revenues. One way to achieve this is to tax everyone equally, such as through a general sales tax. Another way is to apply special taxes to users of specific products, such as gasoline, cigarettes, liquor, etc. When local and state taxes need to be increased, which one of these taxes would you be most willing to see raised? (HAND RESPONDENT CARD)

General sales tax..... 1

33/4

Gasoline taxes..... 2

Cigarette taxes..... 3

Liquor taxes..... 4

Don't know..... 5

5. This is a question about what an employer can require when he is choosing somebody to hire. Do you think an employer should or should not have the right to refuse to employ someone who is a woman of childbearing age? How about someone who (READ REMAINING ITEMS FROM THE TOP DOWN):

	Should	Should not	Don't know	
is a woman of childbearing age?.....	1	2	3	34/
is physically handicapped?.....	1	2	3	35/
is black?.....	1	2	3	36/
is a homosexual?.....	1	2	3	37/
is over 65?.....	1	2	3	38/
drives a motorcycle?.....	1	2	3	39/
drinks alcoholic beverages from time to time? 1	1	2	3	40/
smokes cigarettes?.....	1	2	3	41/

0002665357

6. Now, here are some things being talked about that can affect people's health, safety or welfare. (HAND RESPONDENT CARD) Which two or three things on the list are you personally most concerned about as far as the possible effects on the health, safety or welfare of you and your family?

	6. Most con- cerned about (col.42)	7. Govern- ment should take more steps	Govern- ment has already gone too far	Govern- ment is making the right effort	Don't know	
a. Air pollution.....	1	1	2	3	4	31%
b. Water pollution.....	2	1	2	3	4	15%
c. The safety of prescription drugs and medicines.....	3	1	2	3	4	13%
d. Use of alcoholic beverages.....	4	1	2	3	4	17%
e. Cigarette smoking.....	5	1	2	3	4	18%
f. Being around people who are smoking	6	1	2	3	4	19%
g. Food additives.....	7	1	2	3	4	10%
h. Automobile safety.....	8	1	2	3	4	11%
i. Being exposed to dust and fumes on the job.....	9	1	2	3	4	12%
	(col.43)					
j. Use of marijuana.....	1	1	2	3	4	13%
k. Narcotics addiction (heroin, etc.)	2	1	2	3	4	14%
l. Crime in the streets.....	3	1	2	3	4	15%
m. Nuclear radiation.....	4	1	2	3	4	16%
n. Chemical waste disposal.....	5	1	2	3	4	17%
None of these (vol.).....	6					
Don't know.....	7					

7. Some people have said the Federal Government should take more steps to protect the public against certain of these hazards. Others have said the government has already gone too far on some of them. Still others say the government is making about the right effort now. For each item on that list, would you tell me how you personally feel?

First, air pollution--do you think the government should take more steps to protect the public, or that they've gone too far now, or that the government is making about the right effort to protect the public? How about water pollution? (ASK ABOUT EACH ITEM) (RECORD ABOVE)

0002665358

8. Now I'm going to mention some commercial products that may be dangerous to their users. Please tell me whether you feel the government ought to ban the product entirely, or whether you think it ought to be sold but only with a warning label on the product, or whether you think it ought to be sold without any warning label. How about (READ EACH PRODUCT FROM THE TOP DOWN)--should they (it) be banned, sold with a warning label, or sold without a warning label?

	Ban the product	Warning label	No label	Don't know	
a. Automobiles.....	1	2	3	4	58%
b. Alcoholic beverages..	1	2	3	4	59%
c. Microwave ovens.....	1	2	3	4	60%
d. Hair dyes.....	1	2	3	4	61%
e. Saccharin.....	1	2	3	4	62%
f. Cigarettes.....	1	2	3	4	63%

9. Here is a list of things that different people have told us bother them. (HAND RESPONDENT CARD) For each one would you tell me whether it is a real annoyance to you, a minor irritation, or something that doesn't bother you? First, (read item). (ASK ABOUT EACH ONE)

	Real annoyance	Minor irritation	Doesn't bother	Don't know	
a. People getting ahead of you in line.....	1	2	3	4	64%
b. The driver in the car behind you honking when nothing in front of you is moving....	1	2	3	4	65%
c. People with colds coughing near you.....	1	2	3	4	66%
d. Sitting next to someone in a restaurant, bus or theatre who hasn't used a deodorant	1	2	3	4	67%
e. People who play transistor radios on buses, trains or planes.....	1	2	3	4	68%
f. A driver not dimming his headlights when he approaches you at night.....	1	2	3	4	69%
g. People smoking around you.....	1	2	3	4	70%
h. A neighbor who doesn't control his barking dog.....	1	2	3	4	71%
i. Sitting next to someone in a restaurant, bus or theatre who has on too much perfume or shaving lotion.....	1	2	3	4	72%
j. A parent who doesn't control an unruly child in public places.....	1	2	3	4	73%

0002665353

80-1

10. Now I'm going to name some things and we'd like to know how much difference you think each one makes in how long a person lives--a great difference, some difference, or almost no difference?

First, if a person is 20 lbs. overweight--do you think that makes a great difference in how long a person lives, some difference, or almost no difference? How about if a person doesn't get regular exercise--does that make a great difference, some difference, or almost no difference in how long a person lives? (ASK ABOUT EACH ITEM)

Great difference Some difference Almost no difference Don't know

- | | | | | | |
|--|---|---|---|---|-----|
| a. If a person is 20 lbs. overweight..... | 1 | 2 | 3 | 4 | 7/ |
| b. If a person doesn't get regular exercise..... | 1 | 2 | 3 | 4 | 8/ |
| c. If a person drinks 3 or 4 highballs a day..... | 1 | 2 | 3 | 4 | 9/ |
| d. If a person lives under a lot of tension and stress..... | 1 | 2 | 3 | 4 | 10/ |
| e. If a person smokes a pack of cigarettes a day..... | 1 | 2 | 3 | 4 | 11/ |
| f. If a person regularly eats a lot of food with a high cholesterol content, like butter, eggs, etc..... | 1 | 2 | 3 | 4 | 12/ |

11. How do you feel about being near a person who is smoking cigarettes? Do you find it pleasant or annoying, or doesn't it affect you one way or the other?

- | | | |
|--|---|-----|
| Pleasant..... | 1 | 13/ |
| Annoying..... | 2 | |
| Doesn't affect one way or the other..... | 3 | |
| Don't know..... | 4 | |

12. Well, as you probably know, some people have said it's bad even to be around people who smoke because of the smoke you inhale even if you're not smoking yourself. How do you feel about that--do you think it probably is hazardous to your health to be around people who are smoking, even when you're not smoking yourself, or that it probably doesn't have any real effect on your health?

- | | | |
|--|---|-----|
| Probably is hazardous..... | 1 | 14/ |
| Probably doesn't have any real effect..... | 2 | |
| Don't know..... | 3 | |

INSTRUCTION: IF "ANNOYING" IN Q.11, ASK Q.13;
IF NOT, SKIP TO Q.14.

13. Do you think you are allergic to cigarette smoke or do you just find it unpleasant?

- | | | |
|-----------------|---|-----|
| Allergic..... | 1 | 15/ |
| Unpleasant..... | 2 | |
| Don't know..... | 3 | |

14. What do you think are the major effects of cigarette advertising--do you think advertising for various brands of cigarettes causes youngsters and non-smoking adults to become smokers, or that it causes smokers to switch from one brand to another, or don't you think it has much effect of any kind?

Causes youngsters and non-smoking adults to become smokers.....
 1 | 16/ |

Causes smokers to switch brands.....
 2 | |

Both (vol.).....
 3 | |

Doesn't have much effect of any kind.....
 4 | |

Don't know.....
 5 | |

0002665360

15. Here is a list of some different kinds of places. (HAND RESPONDENT CARD) For each one, would you tell me whether you think separate sections of facilities should be provided for smokers and non-smokers, or whether smokers should be allowed to smoke anywhere? First, (name place). Should separate sections be provided for smokers in (place), or should smokers be allowed to smoke anywhere? (ASK ABOUT EACH THROUGH "h")

	15.				16.			
	Sepa- rate	Any- where	Don't know		Banned	Not banned	Don't know	
a. Trains, airplanes, buses.....	1	2	3	17%	1	2	3	25%
b. Eating places.....	1	2	3	18%	1	2	3	23%
c. Theatres.....	1	2	3	19%	1	2	3	21%
d. Work places or offices.....	1	2	3	20%	1	2	3	28%
e. Indoor sporting events.....	1	2	3	21%	1	2	3	23%
f. Public meetings.....	1	2	3	22%	1	2	3	30%
g. Barber or beauty shops.....	1	2	3	23%	1	2	3	31%
h. Train, plane or bus stations.....	1	2	3	24%	1	2	3	32%

On "16" card only:

i. Elevators.....	1	2	3	33%
j. Taxis.....	1	2	3	34%
k. Retail stores.....	1	2	3	35%
l. City, state or federal buildings.....	1	2	3	36%
m. Doctors' or dentists' waiting rooms.....	1	2	3	37%

16. Now here is a somewhat longer list of places. (HAND RESPONDENT CARD) For each one, would you tell me whether you think smoking should be banned entirely in that kind of place or not? First, (name place). (ASK ABOUT EACH THROUGH "m") (RECORD ABOVE)

17. Where smoking in public places is prohibited by law, what do you think the penalty for smoking should be-- a jail term, a fine, or a warning to stop?

Jail.....	1	38%
Fine.....	2	
Warning.....	3	
Don't know.....	4	

0002665361

18. Here are some arguments that have been given for not passing a law against smoking in public places. (HAND RESPONDENT CARD) Would you read them over and then tell me which one or two of those you, yourself, feel are the very strongest arguments?

- a. Fifty-five million people smoke and it would be a mistake to pass a law that can't be enforced..... 39/
- b. It is a question of courtesy and not of legislation..... 2
- c. If this law is passed the police will have to spend too much time and money trying to enforce it..... 3
- d. There is no convincing evidence that smoking affects the health of nonsmokers..... 1
- e. It is really an attempt to make smokers uncomfortable and give up the habit..... 5
- f. It would cause higher government costs and loss of tax revenue..... 6
- g. Automobiles and industry are a far more serious source of air pollution than tobacco smoke..... 7
- h. The government should not have the power to interfere with a person's freedom to smoke in public places..... 8
- i. Unless it is proven that it is a health hazard to others, people should have a right to smoke in public places..... 9
- j. With proper ventilation, smoking will not be a problem to nonsmokers..... 10
- None..... 11
- Don't know..... 12

NO. COL. 40
THIS FORM

19. Some people say smoking is a habit, others say it's an addiction, and still others say it's neither one. Do you think it's a habit, an addiction, or neither one?

- A habit..... 1 41/
- An addiction..... 2
- Neither one..... 3
- Both (vol.)..... 4
- Don't know..... 5

20. As you may know, criminals buy cigarettes in states that have low cigarette taxes and sell them illegally in states with high taxes. How concerned are you about this cigarette bootlegging? Are you very concerned, somewhat concerned, not too concerned, or not at all concerned about cigarette bootlegging?

- Very concerned..... 1 42/
- Somewhat concerned..... 2
- Not too concerned..... 3
- Not at all concerned..... 4
- Don't know..... 5

21. As one way to stop cigarette bootlegging, it has been suggested that the Federal Government should tax cigarettes so that the cost of a pack of cigarettes in every state would be brought down to the level of North Carolina--which is the lowest in the nation. Would you be in favor of such a tax or would you be opposed to it?

- Favor..... 1 43/
- Opposed..... 2
- Don't know..... 3

22. Do you yourself smoke cigarettes, by that I mean as much as a pack a week?

- Yes..... 1 (ASK 23) 44/
- No..... 2 (SKIP TO 31)
- Don't know..... 3

23. When you're indoors with other people, do you light up a cigarette without really thinking about it, or do you look around and then decide whether it's okay, or do you ask if others would mind, or do you just not smoke?

- Light up..... 1 45/
- Look around and then decide..... 2
- Ask others..... 3
- Not smoke..... 4
- It depends (vol.)..... 5
- Don't know..... 6

24. About how many cigarettes do you usually smoke per day now?

(write in)

Don't know..... 7

0002665362

25. Would you say that you want to continue smoking, that you'd sort of like to give it up, or that you'd very much like to quit smoking?

- Want to continue smoking..... 1 48/
Sort of like to give it up.... 2
Very much like to quit..... 3
Like to quit but can't (vol.)... 4
Don't know..... 5

26. Have you ever tried to quit smoking and given it up for as long as a week?

- Yes..... 1 49/
No..... 2
Don't know..... 3

27. Here is a list of reasons people have given as to why they continue to smoke despite having seen the warnings about smoking and health. (HAND RESPONDENT CARD) Would you read over those reasons and then call off those that come closest to explaining why you are still smoking despite the warnings?

- a. These days they say everything is bad for you so I might as well smoke..... 1 50/
b. I don't think smoking is the only cause of the diseases they warn you about..... 2
c. Only heavy smoking is dangerous and I don't smoke that much..... 3
d. I'd like to quit but I don't have the willpower..... 4
e. I enjoy smoking and I don't want to give it up..... 5
f. I just don't believe smoking is all that dangerous..... 6
g. If I quit smoking I'd gain a lot of weight, and that would be worse for my health than smoking..... 7
None of these (vol.)..... 8
Don't know..... 9

28. Have the increasing restrictions, taxes and prohibitions on smoking caused you to be more careful and sensitive about smoking, or caused you to be more annoyed and aggressive about defending your right to smoke, or haven't they affected you one way or the other?

- Careful, sensitive..... 1 51/
Annoyed, aggressive..... 2
Both (vol.)..... 3
No effect..... 4
Don't know..... 5

29. The tax on a pack of cigarettes makes up nearly half the cost of cigarettes in most states. Do you think you would or would not smoke more if there were no tax on cigarettes?

- Yes, would smoke more..... 32/
No, would not smoke more..... 2
Don't know..... 3

30. Is your brand of cigarettes a low tar cigarette--by that I mean it has 15 milligrams of tar or less--or do you smoke a cigarette with regular tar content, or don't you know which it is?

- Low tar (15 mgs or less)..... 53/
Regular content (over 15 mgs)..... 2
Don't know tar content..... 3 (SKIP TO 36)
No regular brand (vol.)..... 4

31. Have you ever smoked cigarettes regularly--that is as much as a pack a week?

- Yes..... (ASK 32)
No..... 2
Don't know..... 3 (SKIP TO 35)

32. How long ago did you stop smoking?

- Within the last month..... 55/
Over a month to 3 months ago..... 2
Over 3 months go 6 months ago..... 3
Over 6 months to a year ago..... 4
Over a year ago to 2 years ago..... 5
Over two years ago to 10 years ago..... 6
Over ten years ago..... 7
Don't know..... 8

33. About how many cigarettes a day were you smoking before you quit?

- (write in) 56/57
Don't know..... 3

0002665363

34. Here is a list of things that some people have said caused them to quit smoking. (HAND RESPONDENT CARD) Which one or two things on that list had the most to do with causing you to quit smoking?

- a. Government reports on the effects of smoking on health..... 1 58/
- b. The expense of smoking..... 2
- c. Doctors advising against smoking..... 3
- d. A smoking clinic..... 4
- e. Children objecting to parents smoking..... 5
- f. Friends or relatives urging quitting smoking..... 6
- g. Health problems..... 7
- None..... 8
- Don't know..... 9

35. When you're indoors and someone is smoking, what do you normally do? Do you ask him to stop, or do you try to indicate disapproval without actually saying so, or do you try to move away from him or doesn't it matter to you, or do you actually enjoy it?

- Ask him to stop..... 1 59/
- Indicate disapproval without saying so..... 2
- Try to move away..... 3
- Doesn't matter..... 4
- Enjoy it..... 5
- It depends (vol.)..... 6
- Don't know..... 7

(ASK EVERYONE)

36. Have you read or heard anything during the past year that made you either more worried or less worried about smoking?

- Yes..... 1 (ASK 37) 60/
- No..... 2
- Don't know..... 3 (SKIP TO 39)

37. Which did you feel--more worried or less worried?

- More..... 1 61/
- Less..... 2
- Don't know..... 3

38. What was it that you read or heard?

62-

63-

64-

65-

Don't know....65-y

39. Do you feel you know enough about this whole matter of smoking and health, or do you feel you need to know more than you do?

- Know enough..... 1 66/
- Need to know more..... 2
- Don't know..... 3

40. Here is a list of different kinds of organizations. (HAND RESPONDENT CARD) Would you look down this list and tell me which one or two you would consider the most reliable sources of information on smoking and health?

- a. Medical schools..... 1 67/
- b. Government agencies..... 2
- c. The Tobacco Institute..... 3
- d. Independent research laboratories..... 4
- e. Organizations like the American Medical Association..... 5
- f. Organizations like the American Cancer Society..... 6
- None..... 7
- Don't know..... 8

41. In the controversy over smoking and health some people think the government has been unfair in focusing on cigarettes to the exclusion of other things that might be harmful to health. Others say the government cannot focus on it too much. What do you think--that the government has or has not focused unfairly on cigarettes?

- Focused unfairly on cigarettes..... 1 68/
- Has not focused unfairly on cigarettes..... 2
- Don't know..... 3

42. What do you think the cigarette industry believes about the case against cigarettes--do you think they know it's true but won't admit it, or that they suspect it's true but don't think it has been proven, or that they don't believe it's true?

69/

- Know it's true..... 1 (ASK 43)
- Suspect it's true..... 2
- Don't believe it's true..... 3 (SKIP TO 44)
- Don't know..... 4

0002665364

43. What do you think they are doing about it--do you think they are working hard to try and find an answer, or that they're making some efforts but could do more, or that they're not doing much of anything about it?

Working hard..... 1 70/
 Making some efforts..... 2
 Not doing much of anything..... 3
 Don't know..... 4

44. In general, what would you say your attitude is toward the tobacco industry on the way they have reacted to the controversy on smoking and health--would you say your attitude toward the tobacco industry is very favorable, moderately favorable, not very favorable, or not at all favorable?

Very favorable..... 1 71/
 Moderately favorable..... 2
 Not very favorable..... 3
 Not at all favorable..... 4
 Don't know..... 5

45. Have you by chance seen any ads in any magazines during the past month or two that addressed themselves to any part of the controversy over cigarette smoking?

Yes..... 1 (ASK 46) 72/
 No..... 2
 Don't know... 3 (SKIP TO 49)

46. Were those ads put out by the tobacco industry, or put out by someone like the Heart Association, the Cancer Society, or the Lung Association, or don't you remember who put them out?

Tobacco industry..... 1 (ASK 47) 73/
 Heart, Cancer, Lung.... 2 (SKIP TO 49)
 Both..... 3 (ASK 47)
 Don't remember..... 4 (SKIP TO 49)

47. Did you find the ads put out by the tobacco industry very interesting and informative, somewhat interesting and informative, not very interesting and informative, or not at all interesting and informative.

Very..... 1 74/
 Somewhat.... 2
 Not very.... 3
 Not at all.. 4
 Don't know.. 5

48. Do you think those ads will make people feel more tolerant of smoking, or less tolerant of smoking, or don't you think they will affect the way people feel about smoking?

More..... 1 75/
 Less..... 2
 Won't affect.... 3
 Don't know..... 4

49. I'd like to turn now to a few questions on some different subjects. First, how would you rate your health right now--would you say it is very good, good, fair, poor, or very poor?

Very good..... 1 76/
 Good..... 2
 Fair..... 3
 Poor..... 4
 Very poor..... 5
 Don't know..... 6

50. How often do you find that you are under pressure to meet some kind of deadline--constantly, usually, occasionally or almost never?

Constantly..... 1 77/
 Usually..... 2
 Occasionally..... 3
 Almost never..... 4
 Don't know..... 5

51. When you feel angry, are you more likely to show it or try to cover it up?

Show it..... 1 78/
 Try to cover it up..... 2
 Don't know..... 3

52. Do you tend to worry about things that might happen, or do you pretty much take things as they come?

Tend to worry... 1 79/
 Take things as they come..... 2
 Don't know..... 3

53. Almost everyone has fears or anxieties about at least some things. Here is a list of a number of things different people say make them fearful or cause them anxiety. (HAND RESPONDENT CARD) Would you read down that list and call off all the ones that are concerns of yours?

- a. Flying in a plane..... 1 46/
- b. Driving a car..... 2
- c. Riding in a car..... 3
- d. Being confined in a small place... 4
- e. Being in a large crowd..... 5
- f. High places..... 6
- g. Being in a very dark place..... 7
- h. Being alone in a house..... 8
- i. Riding in an elevator..... 9
- j. Getting lost..... 0
- k. Making a speech in public..... X
- l. Calling someones on the telephone that you don't know..... 1 47/
- m. Meeting new people..... 2
- n. Entering a room full of people... 3
- o. The prospect of failing at your job..... 4
- p. Meeting someone who is famous or very important..... 5
- q. The prospect of being caught in a fire..... 6
- r. The prospect of drowning..... 7
- s. The prospect of being mugged..... 8
- None..... 9
- Don't know..... 0

54. There are four Saturday nights in a typical month. You could spend all four of them at parties with friends, or you could spend all four of them at home with your family talking, reading or watching TV. How many of the four Saturdays, if any, would you prefer to spend at parties with friends?

- One..... 1 48/
- Two..... 2
- Three..... 3
- Four..... 4
- None..... 5
- Don't know... 6

55. Here is a list of foods and seasonings. (HAND RESPONDENT CARD) Would you read down that list and call off those, if any, that you particularly like?

- a. Ice cream..... 1 49/
- b. Candy..... 2
- c. Apple pie..... 3
- d. Salted nuts..... 4
- e. Hot mustard..... 5
- f. Tabasco sauce..... 6
- g. Worcestershire sauce... 7
- h. Hot peppers..... 8
- i. Anchovies..... 9
- j. Garlic..... 0 50/
- k. Onions..... 1
- l. Liver..... 2
- m. Oysters..... 3
- n. Sweetbreads..... 4
- None..... 5
- Don't know..... 6

56. How often would you say you eat between meals--almost every day, now and then, or rarely or never?

- Almost every day..... 1 51/
- Now and then..... 2
- Rarely or never..... 3
- Don't know..... 4

57. About how many flights on commercial airlines--if any--have you made in the last year?

- None..... 1 52/
- One to three..... 2
- Four to nine..... 3
- Ten or more..... 4
- Don't know..... 5

58. About how many times--if any--have you eaten dinner or supper out in a restaurant during the last month?

- None..... 1 53/
- One to three..... 2
- Four to nine..... 3
- Ten or more..... 4
- Don't know..... 5

0002665366

59. I'm going to read off a few magazines, and would you tell me how often, if ever, you read them? (READ MAGAZINE NAME)--do you read it regularly, or read it now and then, or almost never see it? (ASK ABOUT EACH)

	Regularly	Now and then	Never	Don't know	
Reader's Digest.....	1	2	3	4	54%
People.....	1	2	3	4	55%
TV Guide.....	1	2	3	4	56%
U.S. News & World Report.....	1	2	3	4	57%
Sports Illustrated.....	1	2	3	4	58%
Time.....	1	2	3	4	59%
Newsweek.....	1	2	3	4	60%

Now, some questions for tabulating purposes.

60. Are you married, single, widowed, separated or divorced?

Married..... 1 61/
 Single..... 2
 Widowed..... 3
 Separated..... 4
 Divorced..... 5

61. Do you have any children under the age of 18?

Yes..... 1 62/
 No..... 2

62. What was the last year of regular school that you completed--not counting specialized schools like secretarial, art or trade schools?

No school..... 1 63/
 Grade school (1 - 8).... 2
 Some H.S. (9 - 11).... 3
 H.S. Grad. (12)..... 4
 Some coll. (13 - 15).... 5
 Coll. Grad. (16)..... 6
 Post Grad. (17+)..... 7

63a. Are you at present employed, either full-time or part-time?

Full-time..... 1 64/
 Part-time..... 2 (SKIP TO 63c)
 Not employed..... 3 (ASK 63b)

63b. Are you (CALL OFF APPROPRIATE CATEGORIES)

A housewife..... 1 65/
 Unemployed..... 2
 A student..... 3 (SKIP TO 64)
 Retired..... 4
 Or what? (all other) 5

63c. What is your occupation?

Top management, top talent and major professional..... 1 66/
 Executive, administrative, lesser professional..... 2
 Owner--small retail or business.... 3
 Farmers (owners and managers)..... 4
 Technicians, minor administrative.. 5
 White collar, clerical (non-supervisory)..... 6
 Salesmen..... 7
 Skilled and semi-skilled labor..... 8
 Unskilled labor..... 9
 Service and protective workers..... 10

0002665367

64. Do you, or does anyone in your family living here at home belong to a labor union?

- Respondent belongs to union..... 1 67/
 Other family member belongs to union 2
 No one belongs to union..... 3
 Don't know..... 4

65. Now here is a list of income categories. (HAND RESPONDENT CARD) Would you call off the letter of the category that best describes the combined annual income of all members of this household, including wages or salary, pensions, interest or dividends, and all other sources?

- a. Under \$5,000..... 1 68/
 b. \$5,000 to \$6,999..... 2
 c. \$7,000 to \$9,999..... 3
 d. \$10,000 to \$14,999..... 4
 e. \$15,000 to \$19,999..... 5 (SKIP TO 67)
 f. \$20,000 to \$24,999..... 6
 g. \$25,000 to \$29,999..... 7
 h. \$30,000 to \$34,999..... 8
 i. \$35,000 to \$39,999..... 9
 j. \$40,000 and over..... 0
 Not sure/refused..... X (GO TO 66)

66. INTERVIEWER: ESTIMATE INCOME CATEGORY.

- a. Under \$10,000..... 1 69/
 b. \$10,000 to \$19,999..... 2
 c. \$20,000 to \$29,999..... 3
 d. \$30,000 and over..... 4

67. Here is a list of age groups. (HAND RESPONDENT CARD) Would you call off the letter of the age group you happen to be in? (IF REFUSED, INTERVIEWER ESTIMATE GROUP)

- a. 17 to 20..... 1 70/
 b. 21 to 24..... 2
 c. 25 to 34..... 3
 d. 35 to 49..... 4
 e. 50 to 59..... 5
 f. 60 & over..... 6

(ESTIMATE AND
 Refused..... 7 RECORD ABOVE)

68. Would you look at this card (HAND RESPONDENT CARD) and call off the letter of the category that best fits your height?

- a. Under 4 ft. 10 inches..... 1 71/
 b. 4 ft. 10 in. to under 5 ft..... 2
 c. 5 ft. to under 5 ft. 2 in..... 3
 d. 5 ft. 2 in. to under 5 ft. 4 in..... 4
 e. 5 ft. 4 in. to under 5 ft. 6 in..... 5
 f. 5 ft. 6 in. to under 5 ft. 8 in..... 6
 g. 5 ft. 8 in. to under 5 ft. 10 in..... 7
 h. 5 ft. 10 in. to under 6 ft..... 8
 i. 6 ft. to under 6 ft. 2 in..... 9
 j. 6 ft. 2 in. to under 6 ft. 4 in..... 0
 k. 6 ft. 4 in. or taller..... X
 Don't know/refused..... Y (ESTIMATE AND RECORD ABOVE)

69. Now would you look at this card (HAND RESPONDENT CARD) and call off the letter of the category that best fits your present weight?

- a. Under 100 lbs..... 1 72/
 b. 100 - 109 lbs..... 2
 c. 110 - 119 lbs..... 3
 d. 120 - 129 lbs..... 4
 e. 130 - 139 lbs..... 5
 f. 140 - 149 lbs..... 6
 g. 150 - 159 lbs..... 7
 h. 160 - 169 lbs..... 8
 i. 170 - 179 lbs..... 9
 j. 180 - 189 lbs..... 1 73/
 k. 190 - 199 lbs..... 2
 l. 200 lbs. or over..... 3
 Don't know/refused..... 4 (ESTIMATE & RECORD ABOVE)

FACTUAL

Sex	Race	Hispanic
Male.. 1 74/	White 1 75/	Yes.. 1 76/
Female 2	Black 2	No.. 2
	Other 3	

Name _____

Address _____

City or Town _____

State _____ Zip Code _____

Apt. # _____

Area Code _____ Telephone # _____ 68-77

Date _____ 78/79

Interviewer's Initials _____

0002665369

TABLES

Q.1 - WHERE GET MOST NEWS

(ASKED OF ALL RESPONDENTS)

	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500 100%	2512 100%	2511 100%	2507 100%	2487 100%	2499 100%	2493 100%	812 100%	915 100%	920 100%	937 100%	1011 100%	969 100%	969 100%	1688 100%	1597 100%	1591 100%	1570 100%	1476 100%	1530 100%	1524 100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
NEWSPAPERS	48	47	50	54	55	59	55	44	48	44	53	54	57	52	50	47	53	55	57	60	56
RADIO	22	21	23	23	29	31	28	23	20	23	22	28	29	26	22	22	22	24	30	32	30
TELEVISION	67	69	70	66	68	70	64	70	72	73	69	69	71	66	65	68	68	65	68	69	63
MAGAZINES	7	6	6	7	8	8	7	7	6	5	6	8	7	7	7	6	7	7	8	9	7
PEOPLE	6	4	4	6	6	6	6	7	4	5	7	7	7	5	6	4	4	6	6	6	6
OTHER	*	*	*	1	1	*	1	1	*	-	1	*	*	1	*	*	*	1	1	1	*
DON'T KNOW/ NO ANSWER	*	*	*	*	*	*	1	-	*	*	*	*	*	*	*	*	-	*	*	*	1

* LESS THAN .5 PERCENT

000265370

Q. 1 - WHERE GET MOST NEWS

	S M O K E R S							N O N - S M O K E R S		
					H E A V Y S M O K E R S					
			M O D E R - A T E S M O K E R S		T O T A L H E A V Y S M O K E R S	2 0 - 3 9	4 0 O R M O R E	T O T A L N O N - S M O K E R S	E X - S M O K E R S	N E V E R S M O K E D
	T O T A L	L I G H T								
	T O T A L S M O K E R S	S M O K E R S								
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
NEWSPAPERS	48%	44%	40%	43%	45%	43%	52%	50%	53%	48%
RADIO	22%	23%	29%	25%	22%	20%	27%	22%	22%	22%
TELEVISION	67%	70%	69%	73%	69%	71%	59%	65%	65%	65%
MAGAZINES	7%	7%	6%	9%	6%	5%	11%	7%	8%	6%
PEOPLE	6%	7%	15%	9%	4%	4%	6%	6%	5%	6%
OTHER	*%	1%	-%	1%	1%	1%	2%	*%	*%	*%
DON'T KNOW	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%

1285992000

Q.2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS (CARD SHOWN RESPONDENT)
(ASKED OF ALL RESPONDENTS)

NUMBER OF RESPONDENTS	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
	2500	2512	2511	2507	2487	2499	2493	812	915	920	937	1011	969	969	1688	1597	1591	1570	1476	1530	1524
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>AUTOMOBILE INDUSTRY</u>																					
VERY INTERESTED	20	19	19	19	24	20	24	19	18	20	19	24	22	24	20	20	19	19	23	19	23
MODERATELY INTERESTED	55	50	46	49	49	47	47	52	48	45	49	47	46	46	56	51	48	49	50	47	48
NOT VERY INTERESTED	17	21	22	20	18	17	18	18	24	22	20	19	17	20	16	19	22	20	17	18	17
NOT AT ALL INTERESTED	6	7	9	8	7	8	7	8	8	10	9	8	9	7	5	7	8	7	6	8	7
DON'T KNOW/NO ANSWER	3	3	3	4	3	7	4	3	2	3	4	3	6	4	3	3	4	4	4	8	5
<u>DRUG INDUSTRY</u>																					
VERY INTERESTED	26	26	24	25	31	22	26	26	24	23	27	31	25	29	26	27	24	24	31	21	24
MODERATELY INTERESTED	43	42	42	41	39	37	37	39	41	41	39	38	33	33	46	43	42	43	40	39	40
NOT VERY INTERESTED	19	20	21	19	16	20	21	20	20	21	20	16	21	22	18	19	21	19	15	19	20
NOT AT ALL INTERESTED	9	8	8	8	8	10	10	11	10	10	9	8	12	9	7	7	7	7	8	9	10
DON'T KNOW/NO ANSWER	3	4	5	6	5	11	6	4	4	5	5	5	9	6	3	4	5	7	5	11	6
<u>TOBACCO INDUSTRY</u>																					
VERY INTERESTED	6	7	7	7	8	7	10	10	10	9	10	12	10	11	4	6	5	5	6	5	9
MODERATELY INTERESTED	18	21	20	21	23	23	23	21	26	28	27	27	29	30	17	18	15	17	21	19	19
NOT VERY INTERESTED	36	35	31	36	32	31	32	35	33	30	33	33	29	28	36	36	32	37	32	33	34
NOT AT ALL INTERESTED	37	33	37	31	31	30	30	32	29	30	25	26	24	25	40	35	42	35	34	33	32
DON'T KNOW/NO ANSWER	3	4	5	5	5	9	5	2	2	3	4	3	7	5	3	5	6	7	7	10	6
<u>LIQUOR INDUSTRY</u>																					
VERY INTERESTED	5	6	5	5	6	4	4	8	7	6	8	8	5	6	4	5	4	3	4	3	3
MODERATELY INTERESTED	20	21	20	20	20	21	20	20	23	25	23	23	24	23	20	19	17	18	18	19	17
NOT VERY INTERESTED	35	37	34	35	32	31	31	36	36	33	33	33	30	29	34	37	34	37	32	32	31
NOT AT ALL INTERESTED	36	33	35	34	34	33	36	32	31	30	29	30	30	33	39	34	37	36	37	34	38
DON'T KNOW/NO ANSWER	3	4	7	7	7	11	9	4	4	6	8	6	11	8	3	4	8	7	8	11	10

(CONTINUED)

2285992000

Q.2 - (CONTINUED)

NUMBER OF RESPONDENTS	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
	2500	2512	2511	2507	2487	2499	2493	812	915	920	937	1011	969	969	1688	1597	1591	1570	1476	1530	1524
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>CHEMICAL INDUSTRY</u>																					
VERY INTERESTED	13	13	11	13	19	13	XX	14	15	12	14	21	15	XX	12	13	10	12	17	11	XX
MODERATELY INTERESTED	38	39	36	42	40	40		34	37	34	39	37	38		40	40	37	44	42	42	
NOT VERY INTERESTED	26	25	26	22	18	18		26	25	25	22	17	18		26	25	26	21	19	17	
NOT AT ALL INTERESTED	16	15	15	10	9	10		18	18	16	11	12	11		15	13	14	10	7	9	
DON'T KNOW/NO ANSWER	7	7	13	13	14	20		8	5	13	14	13	18		7	9	13	13	14	20	
<u>OIL INDUSTRY</u>																					
VERY INTERESTED	14	11	11	15	15	XX	XX	16	12	13	17	16	XX	XX	13	11	11	14	14	XX	XX
MODERATELY INTERESTED	36	25	33	34	27			32	23	31	32	24			38	26	35	35	29		
NOT VERY INTERESTED	27	27	27	25	24			27	26	27	23	22			27	28	27	26	25		
NOT AT ALL INTERESTED	19	33	21	19	28			21	37	23	21	32			18	30	20	18	25		
DON'T KNOW/NO ANSWER	4	4	7	8	6			4	3	6	7	5			4	4	7	8	7		
<u>FOOD PROCESSING AND MANUFACTURING INDUSTRY</u>																					
VERY INTERESTED	26	25	21	23	XX	XX	XX	29	27	22	22	XX	XX	XX	25	24	20	23	XX	XX	XX
MODERATELY INTERESTED	52	50	44	46				49	47	42	46				54	52	44	46			
NOT VERY INTERESTED	13	14	21	17				12	15	20	18				14	13	22	17			
NOT AT ALL INTERESTED	6	7	9	9				7	8	10	9				5	7	9	8			
DON'T KNOW/NO ANSWER	2	3	5	6				3	2	6	5				2	3	5	6			
<u>ELECTRIC POWER INDUSTRY</u>																					
	NOT ASKED IN ANY PAST SURVEY							NOT ASKED IN ANY PAST SURVEY							NOT ASKED IN ANY PAST SURVEY						
VERY INTERESTED	21	21						21	21						22	21					
MODERATELY INTERESTED	41	42						39	38						42	44					
NOT VERY INTERESTED	20	20						20	21						20	19					
NOT AT ALL INTERESTED	14	14						17	17						13	12					
DON'T KNOW/NO ANSWER	3	4						3	3						3	4					

000265992000

XX NOT ASKED

G. 2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS
(CARD SHOWN RESPONDENT)

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	LIGHT	MODER-	TOTAL		40 OR		TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
	-----	-----	-----	-----	-----	-----		-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AUTOMOBILE INDUSTRY										

VERY INTERESTED	20%	19%	28%	18%	18%	18%	19%	20%	19%	20%
MODERATELY INTERESTED	55%	52%	51%	52%	52%	53%	47%	56%	55%	57%
NOT VERY INTERESTED	17%	18%	11%	20%	19%	19%	20%	16%	18%	15%
NOT AT ALL INTERESTED	6%	8%	9%	7%	8%	8%	8%	9%	6%	4%
DON'T KNOW	3%	3%	1%	3%	3%	2%	6%	3%	2%	4%
DRUG INDUSTRY										

VERY INTERESTED	26%	26%	37%	25%	24%	25%	22%	26%	27%	25%
MODERATELY INTERESTED	43%	39%	33%	33%	41%	41%	42%	46%	43%	47%
NOT VERY INTERESTED	19%	20%	16%	23%	20%	21%	16%	18%	18%	18%
NOT AT ALL INTERESTED	9%	11%	10%	15%	10%	9%	13%	7%	9%	7%
DON'T KNOW	3%	4%	3%	4%	4%	4%	6%	3%	4%	3%

000265374

Q. 2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS
(CARD SHOWN RESPONDENT)

S M O K E R S									

H E A V Y S M O K E R S					N O N - S M O K E R S				
-----					-----				
MODER- TOTAL					TOTAL				
H E A V Y S M O K E R S 40 OR MORE					N O N - S M O K E R S				
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TOTAL SMOKERS					TOTAL SMOKERS				
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[illegible]

Q. 2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS (CARD SHOWN RESPONDENT)

ROPER ORGANIZATION INC. STUDY #243-046

Q.2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS
 (CARD SHOWN RESPONDENT)

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
			MODER- ATE SMOKERS				40 OR MORE			NEVER SMOKED
	TOTAL SMOKERS	LIGHT SMOKERS		TOTAL SMOKERS	20 - 39			TOTAL NON- SMOKERS	EX- SMOKERS	
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
CHEMICAL INDUSTRY										
VERY INTERESTED	13%	14%	18%	18%	13%	13%	13%	12%	12%	12%
MODERATELY INTERESTED	38%	34%	30%	33%	35%	34%	40%	40%	37%	42%
NOT VERY INTERESTED	26%	26%	24%	25%	27%	27%	27%	26%	26%	25%
NOT AT ALL INTERESTED	16%	18%	21%	18%	17%	18%	14%	15%	18%	14%
DON'T KNOW	7%	8%	7%	8%	8%	9%	7%	7%	7%	7%
OIL INDUSTRY										
VERY INTERESTED	14%	16%	24%	19%	13%	14%	12%	13%	14%	13%
MODERATELY INTERESTED	36%	32%	30%	32%	33%	32%	37%	38%	34%	39%
NOT VERY INTERESTED	27%	27%	26%	26%	28%	30%	22%	27%	26%	28%
NOT AT ALL INTERESTED	19%	21%	16%	20%	21%	20%	26%	18%	22%	16%
DON'T KNOW	4%	4%	3%	4%	4%	4%	3%	4%	4%	4%

000265992000

Q. 2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS
(CARD SHOWN RESPONDENT)

S M O K E R S									

HEAVY SMOKERS					N O N - S M O K E R S				

MODER- TOTAL					TOTAL				
SMOKERS LIGHT ATE HEAVY					NON-SMOKERS				
SMOKERS 20 - 39					EX- NEVER				
SMOKERS 40 OR MORE					SMOKERS SMOKED				
-----					-----				
TOTAL SMOKERS					TOTAL SMOKERS				
87					1088				
100%					100%				
2500					599				
100%					100%				
TOTAL RESPONDENTS									

FOOD PROCESSING AND MANUFACTURING INDUSTRY									

VERY INTERESTED									
26%	29%	29%	33%	28%	27%	29%	25%	24%	25%
MODERATELY INTERESTED									
52%	49%	52%	49%	48%	49%	54%	56%	53%	53%
NOT VERY INTERESTED									
13%	12%	10%	9%	13%	14%	9%	14%	12%	15%
NOT AT ALL INTERESTED									
6%	7%	8%	6%	8%	8%	9%	5%	6%	5%
DON'T KNOW									
2%	3%	1%	3%	3%	3%	3%	2%	2%	2%

ELECTRIC POWER INDUSTRY									

VERY INTERESTED									
21%	21%	31%	25%	18%	18%	17%	22%	23%	21%
MODERATELY INTERESTED									
41%	39%	38%	35%	42%	42%	41%	42%	42%	43%
NOT VERY INTERESTED									
20%	20%	10%	25%	20%	21%	16%	20%	19%	21%
NOT AT ALL INTERESTED									
14%	17%	20%	14%	18%	16%	22%	13%	13%	13%
DON'T KNOW									
3%	3%	1%	3%	3%	3%	4%	3%	2%	3%

Q. 2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS
(CARD SHOWN RESPONDENT)

	AGE			SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
AUTOMOBILE INDUSTRY																	

VERY INTERESTED	20%	18%	21%	21%	19%	19%	29%	15%	13%	24%	21%	20%	18%	21%	19%	22%	
MODERATELY INTERESTED	55%	59%	51%	53%	56%	57%	38%	52%	52%	53%	56%	57%	52%	57%	57%	53%	
NOT VERY INTERESTED	17%	17%	17%	17%	17%	17%	18%	18%	22%	16%	14%	17%	19%	15%	17%	15%	
NOT AT ALL INTERESTED	6%	4%	7%	7%	5%	5%	11%	4%	9%	5%	5%	4%	8%	5%	4%	6%	
DON'T KNOW	3%	2%	4%	2%	4%	2%	5%	11%	4%	3%	4%	1%	3%	3%	3%	4%	
DRUG INDUSTRY																	

VERY INTERESTED	26%	27%	25%	26%	25%	26%	26%	19%	19%	30%	27%	28%	23%	28%	25%	30%	
MODERATELY INTERESTED	43%	45%	42%	42%	44%	45%	34%	44%	42%	42%	45%	44%	43%	44%	45%	42%	
NOT VERY INTERESTED	19%	18%	19%	18%	19%	18%	21%	20%	23%	18%	16%	18%	20%	18%	17%	16%	
NOT AT ALL INTERESTED	9%	8%	9%	9%	8%	8%	14%	10%	11%	7%	9%	8%	11%	7%	8%	7%	
DON'T KNOW	3%	2%	4%	4%	3%	3%	5%	8%	5%	3%	4%	2%	3%	3%	4%	4%	

64CS99Z000

Q. 2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS
(CARD SHOWN RESPONDENT)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOBACCO INDUSTRY																
VERY INTERESTED	6%	6%	6%	6%	6%	6%	10%	6%	5%	7%	8%	4%	5%	8%	5%	7%
MODERATELY INTERESTED	18%	19%	18%	18%	18%	18%	21%	21%	16%	19%	20%	16%	16%	19%	19%	19%
NOT VERY INTERESTED	36%	39%	33%	36%	35%	36%	35%	38%	35%	36%	37%	35%	34%	37%	36%	39%
NOT AT ALL INTERESTED	37%	34%	39%	37%	37%	38%	31%	27%	40%	37%	32%	43%	42%	33%	37%	30%
DON'T KNOW	3%	2%	3%	2%	3%	2%	3%	7%	5%	2%	3%	1%	3%	2%	2%	5%
LIQUOR INDUSTRY																
VERY INTERESTED	5%	6%	5%	6%	5%	5%	10%	5%	5%	6%	6%	4%	5%	6%	4%	7%
MODERATELY INTERESTED	20%	22%	19%	21%	20%	20%	18%	30%	22%	20%	19%	20%	20%	22%	21%	15%
NOT VERY INTERESTED	35%	38%	32%	35%	34%	35%	35%	33%	35%	35%	32%	39%	35%	35%	35%	32%
NOT AT ALL INTERESTED	36%	32%	40%	35%	38%	37%	35%	22%	33%	37%	39%	36%	37%	34%	37%	42%
DON'T KNOW	3%	2%	4%	3%	4%	3%	3%	9%	6%	3%	4%	1%	4%	3%	3%	5%

08ES99Z000

G. 2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS
(CARD SHOWN RESPONDENT)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	AND OVER 35	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	*****	*****	*****	****	****	*****	*****	****	*****	****	*****	****	****	****	****	****
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CHEMICAL INDUSTRY																
VERY INTERESTED	13%	14%	12%	14%	12%	13%	16%	9%	10%	14%	12%	16%	11%	15%	13%	12%
MODERATELY INTERESTED	38%	37%	40%	39%	38%	40%	27%	39%	32%	40%	40%	42%	35%	41%	43%	36%
NOT VERY INTERESTED	26%	29%	24%	26%	26%	26%	23%	20%	29%	26%	23%	26%	26%	25%	26%	24%
NOT AT ALL INTERESTED	16%	16%	16%	16%	16%	15%	25%	12%	20%	15%	16%	12%	19%	13%	13%	19%
DON'T KNOW	7%	5%	8%	5%	8%	6%	10%	20%	9%	6%	8%	3%	8%	5%	5%	10%
OIL INDUSTRY																
VERY INTERESTED	14%	15%	14%	16%	12%	13%	23%	17%	10%	14%	16%	16%	12%	18%	13%	16%
MODERATELY INTERESTED	36%	39%	34%	34%	38%	38%	24%	38%	30%	37%	37%	40%	32%	37%	41%	36%
NOT VERY INTERESTED	27%	28%	27%	27%	28%	28%	21%	20%	30%	30%	22%	28%	29%	26%	26%	27%
NOT AT ALL INTERESTED	19%	16%	21%	20%	17%	18%	26%	16%	26%	16%	18%	13%	23%	16%	16%	16%
DON'T KNOW	4%	3%	5%	3%	5%	3%	6%	9%	4%	3%	6%	3%	4%	2%	5%	6%

1835992000

Q. 2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS
(CARD SHOWN RESPONDENT)

	AGE		SEX	RACE			GEOGRAPHIC REGION						MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FOOD PROCESSING AND MANUFACTURING INDUSTRY																
VERY INTERESTED	26%	27%	26%	29%	24%	26%	34%	18%	18%	29%	31%	25%	22%	30%	26%	34%
MODERATELY INTERESTED	52%	55%	51%	51%	54%	54%	35%	60%	53%	53%	49%	57%	54%	52%	55%	45%
NOT VERY INTERESTED	13%	12%	14%	12%	14%	13%	14%	11%	16%	11%	12%	14%	14%	12%	14%	11%
NOT AT ALL INTERESTED	6%	5%	7%	6%	6%	5%	13%	4%	8%	5%	7%	3%	8%	5%	3%	8%
DON'T KNOW	2%	2%	2%	2%	2%	2%	4%	7%	5%	1%	2%	1%	3%	2%	2%	2%
ELECTRIC POWER INDUSTRY																
VERY INTERESTED	21%	22%	21%	25%	18%	20%	32%	18%	13%	24%	24%	24%	18%	23%	23%	27%
MODERATELY INTERESTED	41%	45%	39%	40%	42%	43%	27%	47%	42%	43%	38%	44%	44%	43%	39%	31%
NOT VERY INTERESTED	20%	21%	20%	18%	22%	21%	16%	16%	22%	19%	18%	24%	19%	19%	23%	20%
NOT AT ALL INTERESTED	14%	11%	17%	14%	15%	13%	22%	15%	19%	11%	17%	7%	16%	12%	13%	19%
DON'T KNOW	3%	2%	3%	3%	3%	3%	3%	4%	4%	3%	3%	2%	3%	3%	2%	2%

28CS99Z000

**G.2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS
(CARD SHOWN RESPONDENT)**

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MOR
TOTAL RESPONDENTS	2500	950	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AUTOMOBILE INDUSTRY											
VERY INTERESTED	20%	22%	18%	18%	20%	21%	18%	20%	21%	18%	19%
MODERATELY INTERESTED	55%	46%	56%	59%	58%	48%	56%	58%	52%	62%	57%
NOT VERY INTERESTED	17%	17%	18%	16%	17%	18%	17%	16%	18%	15%	18%
NOT AT ALL INTERESTED	6%	8%	6%	5%	4%	7%	6%	5%	6%	5%	4%
DON'T KNOW	3%	7%	2%	2%	1%	6%	3%	2%	3%	1%	1%
DRUG INDUSTRY											
VERY INTERESTED	26%	25%	26%	24%	28%	25%	24%	28%	26%	26%	26%
MODERATELY INTERESTED	43%	37%	43%	47%	46%	37%	45%	47%	42%	48%	45%
NOT VERY INTERESTED	19%	21%	19%	17%	17%	21%	19%	17%	18%	19%	19%
NOT AT ALL INTERESTED	9%	10%	9%	8%	7%	10%	9%	7%	10%	5%	8%
DON'T KNOW	3%	7%	3%	4%	1%	6%	3%	2%	4%	2%	3%

000265838

G.2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS
(CARD SHOWN RESPONDENT)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
TOBACCO INDUSTRY											
VERY INTERESTED	6%	7%	5%	7%	5%	8%	6%	5%	7%	5%	4%
MODERATELY INTERESTED	18%	20%	17%	19%	17%	23%	18%	14%	19%	21%	14%
NOT VERY INTERESTED	36%	32%	38%	36%	36%	33%	35%	39%	38%	37%	34%
NOT AT ALL INTERESTED	37%	35%	36%	36%	40%	32%	37%	40%	35%	35%	46%
DON'T KNOW	3%	5%	3%	2%	1%	4%	3%	2%	2%	2%	2%
LIQUOR INDUSTRY											
VERY INTERESTED	5%	7%	5%	4%	5%	6%	6%	4%	6%	6%	4%
MODERATELY INTERESTED	20%	20%	20%	23%	19%	21%	22%	18%	22%	23%	17%
NOT VERY INTERESTED	35%	32%	36%	34%	36%	30%	34%	39%	33%	35%	36%
NOT AT ALL INTERESTED	36%	36%	36%	37%	37%	37%	36%	37%	36%	35%	40%
DON'T KNOW	3%	5%	4%	1%	3%	5%	3%	2%	3%	2%	2%

0002665384

Q.2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS (CARD SHOWN RESPONDENT)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
CHEMICAL INDUSTRY											
VERY INTERESTED	13%	13%	12%	11%	16%	12%	12%	14%	13%	13%	14%
MODERATELY INTERESTED	38%	31%	36%	42%	43%	32%	39%	43%	35%	40%	45%
NOT VERY INTERESTED	26%	23%	28%	26%	26%	26%	27%	25%	25%	29%	25%
NOT AT ALL INTERESTED	16%	20%	16%	16%	12%	18%	16%	14%	19%	14%	12%
DON'T KNOW	7%	13%	8%	4%	3%	12%	6%	4%	7%	4%	4%
OIL INDUSTRY											
VERY INTERESTED	14%	16%	15%	13%	13%	15%	14%	13%	15%	11%	14%
MODERATELY INTERESTED	36%	31%	35%	40%	37%	32%	37%	38%	34%	40%	37%
NOT VERY INTERESTED	27%	26%	29%	26%	29%	24%	26%	30%	25%	31%	32%
NOT AT ALL INTERESTED	19%	20%	17%	19%	18%	22%	19%	16%	22%	15%	17%
DON'T KNOW	4%	7%	4%	3%	2%	7%	4%	2%	4%	2%	1%

000265385

Q. 2 - HOW INTERESTED VARIOUS INDUSTRIES ARE IN SAFETY AND WELFARE OF THEIR CUSTOMERS
(CARD SHOWN RESPONDENT)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
FOOD PROCESSING AND MANUFACTURING INDUSTRY											
VERY INTERESTED	26%	31%	27%	22%	26%	28%	26%	26%	27%	24%	25%
MODERATELY INTERESTED	52%	42%	54%	56%	57%	48%	54%	55%	49%	61%	56%
NOT VERY INTERESTED	13%	15%	12%	13%	12%	14%	12%	13%	15%	10%	12%
NOT AT ALL INTERESTED	6%	8%	5%	7%	4%	7%	6%	5%	6%	4%	6%
DON'T KNOW	2%	4%	2%	1%	1%	4%	2%	1%	3%	1%	1%
ELECTRIC POWER INDUSTRY											
VERY INTERESTED	21%	25%	21%	18%	21%	23%	23%	19%	21%	19%	21%
MODERATELY INTERESTED	41%	30%	41%	47%	47%	34%	40%	48%	39%	50%	46%
NOT VERY INTERESTED	20%	21%	22%	19%	19%	22%	20%	19%	22%	17%	18%
NOT AT ALL INTERESTED	14%	19%	14%	14%	10%	18%	14%	12%	15%	11%	12%
DON'T KNOW	3%	4%	3%	2%	2%	3%	3%	2%	2%	3%	3%

9805992000

Q.3 - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)

(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	TOTAL		SMOKERS		NON-SMOKERS	
	1982	1980	1982	1980	1982	1980
NUMBER OF RESPONDENTS	1270	1285	424	485	846	800
	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%
<u>AUTOMOBILE INDUSTRY</u>						
VERY IMPORTANT	74	76	75	77	74	76
MODERATELY IMPORTANT	22	20	21	20	22	20
NOT VERY IMPORTANT	2	2	3	2	2	2
NOT AT ALL IMPORTANT	1	1	1	1	*	1
DON'T KNOW/NO ANSWER	1	2	1	1	1	2
<u>DRUG INDUSTRY</u>						
VERY IMPORTANT	44	49	47	51	43	48
MODERATELY IMPORTANT	41	37	37	37	43	37
NOT VERY IMPORTANT	10	9	11	8	9	9
NOT AT ALL IMPORTANT	2	2	3	2	2	2
DON'T KNOW/NO ANSWER	2	3	2	2	3	4
<u>TOBACCO INDUSTRY</u>						
VERY IMPORTANT	25	29	31	33	21	26
MODERATELY IMPORTANT	32	29	35	33	30	27
NOT VERY IMPORTANT	27	26	21	22	29	28
NOT AT ALL IMPORTANT	15	13	10	9	17	16
DON'T KNOW/NO ANSWER	2	2	3	2	2	3
<u>LIQUOR INDUSTRY</u>						
VERY IMPORTANT	24	28	29	32	22	26
MODERATELY IMPORTANT	33	30	33	30	33	30
NOT VERY IMPORTANT	28	26	25	25	29	27
NOT AT ALL IMPORTANT	13	12	10	11	14	13
DON'T KNOW/NO ANSWER	3	3	2	2	3	4

* LESS THAN .5 PERCENT

(CONTINUED)

2835992000

Q.3 - (CONTINUED)

	TOTAL		SMOKERS		NON-SMOKERS	
	1982	1980	1982	1980	1982	1980
NUMBER OF RESPONDENTS	1270	1285	424	485	846	800
	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%
<u>CHEMICAL INDUSTRY</u>						
VERY IMPORTANT	44	48	46	52	43	46
MODERATELY IMPORTANT	44	40	40	38	46	41
NOT VERY IMPORTANT	7	6	8	6	6	7
NOT AT ALL IMPORTANT	2	2	2	1	1	2
DON'T KNOW/NO ANSWER	4	4	4	3	4	5
<u>OIL INDUSTRY</u>						
VERY IMPORTANT	71	75	73	76	70	75
MODERATELY IMPORTANT	24	18	21	17	25	19
NOT VERY IMPORTANT	3	4	4	4	3	3
NOT AT ALL IMPORTANT	1	1	1	2	1	1
DON'T KNOW/NO ANSWER	2	2	2	*	2	2
<u>FOOD PROCESSING AND MANUFACTURING INDUSTRY</u>						
VERY IMPORTANT	68	65	72	69	65	63
MODERATELY IMPORTANT	27	28	22	25	29	31
NOT VERY IMPORTANT	3	4	4	3	3	4
NOT AT ALL IMPORTANT	*	1	*	1	*	1
DON'T KNOW/NO ANSWER	2	2	2	2	2	2
<u>ELECTRIC POWER INDUSTRY</u>						
VERY IMPORTANT	66	70	66	68	65	71
MODERATELY IMPORTANT	27	25	26	26	28	24
NOT VERY IMPORTANT	4	3	4	3	4	3
NOT AT ALL IMPORTANT	1	1	1	1	1	1
DON'T KNOW/NO ANSWER	2	2	3	1	2	2

* LESS THAN .5 PERCENT

88CS99Z000

Q. 3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

S M O K E R S

S M O K E R S			
HEAVY SMOKERS		NON-SMOKERS	
TOTAL		TOTAL	
MODERATE	HEAVY	NON-SMOKERS	EX-NEVER SMOKED
SMOKERS	SMOKERS	SMOKERS	SMOKERS
20 - 39	40 OR MORE	SMOKERS	SMOKERS
TOTAL	TOTAL	TOTAL	TOTAL

TOTAL RESPONDENTS 1270 424 90 110 261 207 94 846 297 549
100% 100% 100% 100% 100% 100% 100% 100% 100% 100%

AUTOMOBILE INDUSTRY

VERY IMPORTANT 74% 75% 76% 72% 76% 74% 81% 74% 79% 72%
MODERATELY IMPORTANT 22% 21% 22% 22% 20% 21% 17% 22% 17% 25%
NOT VERY IMPORTANT 2% 3% 4% 3% 3% 3% 2% 2% 2% 2%
NOT AT ALL IMPORTANT 1% 1% 2% 3% 3% 3% 2% 2% 1% 1%
DON'T KNOW 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%

DRUG INDUSTRY

VERY IMPORTANT 44% 47% 52% 36% 51% 50% 52% 43% 48% 41%
MODERATELY IMPORTANT 41% 37% 26% 41% 38% 38% 37% 43% 40% 45%
NOT VERY IMPORTANT 10% 11% 16% 19% 7% 7% 6% 9% 6% 10%
NOT AT ALL IMPORTANT 2% 3% 6% 4% 2% 2% 2% 2% 3% 1%
DON'T KNOW 2% 2% 2% 3% 2% 2% 4% 3% 3% 3%

0002665389

[illegible]

Q. 3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)

Q.3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)
 (ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	S M O K E R S							N O N - S M O K E R S		
	TOTAL TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	HEAVY SMOKERS		40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
					20 - 39					
TOTAL RESPONDENTS	1270 100%	424 100%	50 100%	110 100%	261 100%	207 100%	54 100%	846 100%	297 100%	549 100%
CHEMICAL INDUSTRY										
VERY IMPORTANT	44%	46%	44%	44%	48%	44%	59%	43%	49%	40%
MODERATELY IMPORTANT	44%	40%	40%	41%	40%	43%	30%	46%	44%	46%
NOT VERY IMPORTANT	7%	8%	16%	8%	6%	6%	6%	6%	3%	7%
NOT AT ALL IMPORTANT	2%	2%	-%	4%	2%	2%	2%	1%	1%	1%
DON'T KNOW	4%	4%	-%	4%	4%	4%	4%	4%	2%	5%
OIL INDUSTRY										
VERY IMPORTANT	71%	73%	66%	69%	77%	74%	87%	70%	74%	68%
MODERATELY IMPORTANT	24%	21%	30%	24%	17%	18%	11%	25%	21%	27%
NOT VERY IMPORTANT	3%	4%	4%	5%	3%	4%	-%	3%	2%	3%
NOT AT ALL IMPORTANT	1%	1%	-%	-%	1%	1%	2%	1%	1%	1%
DON'T KNOW	2%	2%	-%	2%	2%	2%	-%	2%	2%	1%

1685992000

Q. 3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

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N O N - S M O K E R S				H E A V Y S M O K E R S			
T O T A L				T O T A L			
E X - N E V E R				M O D E R -			
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**Q.3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)**

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	1270	552	718	589	681	1105	135	62	293	341	407	229	469	393	280	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AUTOMOBILE INDUSTRY																
VERY IMPORTANT	74%	71%	77%	77%	72%	74%	76%	61%	74%	80%	72%	70%	71%	82%	70%	72%
MODERATELY IMPORTANT	22%	25%	19%	19%	24%	22%	19%	32%	19%	17%	24%	28%	25%	14%	28%	22%
NOT VERY IMPORTANT	2%	3%	2%	2%	2%	2%	4%	3%	4%	2%	2%	1%	3%	2%	1%	5%
NOT AT ALL IMPORTANT	1%	*%	1%	1%	*%	1%	-%	-%	*%	1%	1%	*%	*%	1%	1%	-%
DON'T KNOW	1%	1%	1%	1%	1%	1%	1%	3%	2%	-%	*%	1%	1%	1%	*%	1%
DRUG INDUSTRY																
VERY IMPORTANT	44%	42%	46%	46%	43%	42%	61%	44%	48%	40%	52%	33%	43%	45%	40%	56%
MODERATELY IMPORTANT	41%	41%	42%	39%	43%	44%	21%	45%	37%	46%	37%	48%	40%	44%	46%	30%
NOT VERY IMPORTANT	10%	13%	7%	11%	9%	10%	13%	8%	9%	9%	7%	16%	11%	8%	10%	9%
NOT AT ALL IMPORTANT	2%	3%	2%	2%	2%	2%	3%	-%	2%	3%	2%	1%	2%	2%	4%	-%
DON'T KNOW	2%	1%	3%	2%	3%	2%	3%	3%	4%	1%	3%	2%	3%	1%	1%	5%

000299566

Q.3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	AGE			SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D	
TOTAL RESPONDENTS	1270	552	718	589	681	1105	135	62	293	341	407	229	469	393	280	128	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
TOBACCO INDUSTRY																	
VERY IMPORTANT	25%	24%	25%	27%	23%	24%	33%	27%	30%	21%	29%	16%	27%	25%	17%	30%	
MODERATELY IMPORTANT	32%	31%	32%	31%	33%	32%	32%	39%	35%	28%	33%	32%	30%	34%	37%	23%	
NOT VERY IMPORTANT	27%	29%	25%	27%	27%	27%	22%	23%	18%	34%	22%	34%	27%	25%	29%	27%	
NOT AT ALL IMPORTANT	15%	13%	16%	14%	15%	15%	12%	8%	14%	17%	13%	15%	14%	15%	14%	16%	
DON'T KNOW	2%	2%	2%	2%	3%	2%	1%	3%	3%	1%	2%	2%	2%	1%	3%	4%	
LIQUOR INDUSTRY																	
VERY IMPORTANT	24%	25%	24%	25%	24%	23%	33%	32%	30%	21%	28%	16%	26%	27%	17%	30%	
MODERATELY IMPORTANT	33%	33%	33%	34%	32%	34%	27%	34%	35%	30%	32%	36%	32%	34%	40%	14%	
NOT VERY IMPORTANT	28%	30%	25%	27%	28%	27%	27%	21%	20%	33%	24%	35%	29%	25%	28%	30%	
NOT AT ALL IMPORTANT	13%	11%	14%	11%	14%	13%	11%	10%	11%	14%	14%	11%	10%	13%	13%	20%	
DON'T KNOW	3%	2%	3%	2%	3%	2%	3%	3%	4%	1%	2%	2%	3%	1%	2%	6%	

000265394

Q. 3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)
 (ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	1270	552	718	589	681	1105	135	62	293	341	407	229	469	393	280	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CHEMICAL INDUSTRY																
VERY IMPORTANT	44%	43%	45%	48%	41%	43%	49%	42%	49%	43%	44%	40%	47%	50%	32%	41%
MODERATELY IMPORTANT	44%	45%	43%	42%	45%	45%	38%	47%	40%	44%	44%	48%	41%	41%	53%	42%
NOT VERY IMPORTANT	7%	7%	6%	6%	7%	7%	8%	3%	4%	7%	7%	9%	6%	5%	8%	9%
NOT AT ALL IMPORTANT	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	3%	2%
DON'T KNOW	4%	2%	5%	2%	5%	4%	3%	6%	5%	4%	3%	3%	5%	2%	4%	5%
OIL INDUSTRY																
VERY IMPORTANT	71%	72%	70%	74%	68%	71%	70%	66%	74%	72%	69%	70%	71%	75%	67%	66%
MODERATELY IMPORTANT	24%	23%	24%	21%	26%	24%	24%	31%	20%	22%	26%	26%	23%	21%	26%	27%
NOT VERY IMPORTANT	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	2%	3%	3%	3%	3%	4%
NOT AT ALL IMPORTANT	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-%	*%	1%	2%	-%
DON'T KNOW	2%	1%	2%	1%	2%	2%	1%	-%	2%	1%	2%	1%	2%	1%	2%	2%

000265395

Q. 3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	AGE			SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST		A	B	C	D
TOTAL RESPONDENTS	1270 100%	552 100%	718 100%	589 100%	681 100%	1105 100%	135 100%	62 100%	293 100%	341 100%	407 100%	229 100%		469 100%	393 100%	280 100%	128 100%
FOOD PROCESSING AND MANUFACTURING INDUSTRY																	
VERY IMPORTANT	68%	67%	68%	69%	67%	66%	76%	56%	62%	75%	67%	64%		65%	70%	64%	76%
MODERATELY IMPORTANT	27%	28%	26%	26%	28%	28%	18%	39%	30%	22%	27%	31%		29%	26%	29%	18%
NOT VERY IMPORTANT	3%	4%	3%	4%	3%	3%	4%	3%	4%	3%	3%	3%		3%	4%	3%	5%
NOT AT ALL IMPORTANT	*%	*%	1%	*%	1%	1%	-%	-%	*%	*%	1%	-%		*%	-%	1%	-%
DON'T KNOW	2%	1%	2%	1%	2%	2%	2%	2%	3%	1%	2%	2%		3%	1%	2%	2%
ELECTRIC POWER INDUSTRY																	
VERY IMPORTANT	66%	64%	66%	67%	65%	64%	77%	61%	64%	72%	64%	60%		65%	69%	60%	70%
MODERATELY IMPORTANT	27%	28%	27%	26%	29%	29%	17%	32%	29%	22%	28%	33%		28%	26%	31%	23%
NOT VERY IMPORTANT	4%	5%	3%	5%	3%	4%	3%	2%	4%	4%	4%	5%		4%	4%	5%	4%
NOT AT ALL IMPORTANT	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	-%		1%	1%	2%	1%
DON'T KNOW	2%	2%	2%	1%	2%	2%	1%	2%	3%	1%	2%	1%		3%	1%	2%	3%

9685992000

Q.3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	1270 100%	290 100%	342 100%	313 100%	315 100%	321 100%	462 100%	487 100%	334 100%	214 100%	220 100%
AUTOMOBILE INDUSTRY											
VERY IMPORTANT	74%	68%	73%	76%	81%	69%	76%	77%	75%	72%	80%
MODERATELY IMPORTANT	22%	27%	23%	20%	17%	25%	21%	20%	22%	23%	18%
NOT VERY IMPORTANT	2%	2%	3%	3%	2%	4%	2%	2%	2%	3%	1%
NOT AT ALL IMPORTANT	1%	1%	1%	-%	*%	1%	*%	*%	*%	1%	*%
DON'T KNOW	1%	2%	*%	1%	-%	2%	1%	*%	1%	*%	1%
DRUG INDUSTRY											
VERY IMPORTANT	44%	47%	47%	42%	41%	42%	48%	42%	50%	37%	45%
MODERATELY IMPORTANT	41%	38%	38%	46%	43%	41%	38%	45%	36%	48%	41%
NOT VERY IMPORTANT	10%	9%	10%	8%	12%	8%	10%	10%	10%	10%	10%
NOT AT ALL IMPORTANT	2%	3%	1%	2%	3%	3%	3%	1%	1%	3%	2%
DON'T KNOW	2%	4%	3%	2%	1%	6%	1%	1%	3%	1%	1%

4685992000

Q. 3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MGR
TOTAL RESPONDENTS	1270 100%	290 100%	342 100%	313 100%	315 100%	321 100%	462 100%	487 100%	334 100%	214 100%	220 100%
TOBACCO INDUSTRY											
VERY IMPORTANT	25%	24%	28%	25%	21%	26%	27%	22%	31%	22%	21%
MODERATELY IMPORTANT	32%	33%	27%	38%	30%	34%	32%	30%	30%	30%	33%
NOT VERY IMPORTANT	27%	21%	27%	24%	33%	20%	25%	32%	21%	31%	30%
NOT AT ALL IMPORTANT	15%	17%	15%	12%	16%	16%	14%	15%	16%	14%	15%
DON'T KNOW	2%	5%	2%	2%	1%	5%	2%	1%	3%	2%	1%
LIQUOR INDUSTRY											
VERY IMPORTANT	24%	27%	26%	25%	20%	27%	26%	22%	28%	23%	21%
MODERATELY IMPORTANT	33%	29%	34%	36%	32%	29%	34%	34%	33%	35%	36%
NOT VERY IMPORTANT	28%	22%	25%	28%	35%	21%	26%	33%	25%	29%	30%
NOT AT ALL IMPORTANT	13%	18%	13%	9%	11%	18%	11%	10%	12%	11%	12%
DON'T KNOW	3%	5%	2%	1%	2%	5%	3%	1%	3%	2%	1%

8685992000

**Q.3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)**

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	1270	290	342	313	315	321	462	487	334	214	220
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CHEMICAL INDUSTRY											
VERY IMPORTANT	44%	41%	42%	44%	49%	40%	41%	50%	44%	40%	52%
MODERATELY IMPORTANT	44%	40%	46%	45%	44%	44%	47%	41%	45%	47%	41%
NOT VERY IMPORTANT	7%	7%	7%	7%	6%	6%	7%	7%	5%	9%	5%
NOT AT ALL IMPORTANT	2%	4%	1%	2%	*%	3%	2%	*%	1%	2%	-%
DON'T KNOW	4%	8%	4%	2%	2%	6%	4%	2%	5%	3%	1%
OIL INDUSTRY											
VERY IMPORTANT	71%	64%	69%	74%	77%	65%	70%	76%	71%	67%	75%
MODERATELY IMPORTANT	24%	25%	26%	22%	20%	27%	24%	21%	24%	29%	22%
NOT VERY IMPORTANT	3%	5%	2%	3%	3%	5%	3%	2%	3%	2%	2%
NOT AT ALL IMPORTANT	1%	2%	1%	*%	-%	1%	2%	-%	1%	*%	-%
DON'T KNOW	2%	3%	1%	1%	*%	2%	2%	1%	2%	1%	*%

6685992000

**Q. 3X - HOW IMPORTANT VARIOUS INDUSTRIES ARE TO OUR ECONOMY (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)**

	INCOME				FORMAL EDUCATION			OCCUPATION			
	10M	20M	30M	AND	NON	HIGH		BLUE	WHITE	PROF.	
	UNDER	UNDER	UNDER	OVER	H-S	SCHOO	COLLEO	COLLA	COLLA	& MOR	
TOTAL	10M	20M	30M	OVER	GRAD	GRAD	COLLEO	COLLA	COLLA	& MOR	
TOTAL RESPONDENTS	1270	290	342	313	315	321	462	487	334	214	220
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FOOD PROCESSING AND MANUFACTURING INDUSTRY											
VERY IMPORTANT	68%	67%	67%	67%	69%	64%	70%	68%	70%	65%	69%
MODERATELY IMPORTANT	27%	24%	28%	28%	27%	29%	25%	27%	24%	27%	28%
NOT VERY IMPORTANT	3%	3%	3%	3%	3%	3%	3%	4%	4%	5%	3%
NOT AT ALL IMPORTANT	*%	1%	*%	1%	*%	*%	1%	*%	-%	1%	*%
DON'T KNOW	2%	4%	2%	1%	*%	3%	1%	1%	2%	2%	*%
ELECTRIC POWER INDUSTRY											
VERY IMPORTANT	66%	66%	65%	63%	68%	64%	66%	66%	63%	67%	67%
MODERATELY IMPORTANT	27%	25%	27%	29%	28%	28%	26%	29%	29%	27%	26%
NOT VERY IMPORTANT	4%	4%	4%	6%	3%	3%	5%	4%	4%	5%	5%
NOT AT ALL IMPORTANT	1%	2%	1%	1%	*%	2%	1%	*%	1%	-%	*%
DON'T KNOW	2%	3%	2%	1%	1%	3%	2%	1%	2%	2%	1%

000265400

Q.3 - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT)

(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	TOTAL		SMOKERS		NON-SMOKERS	
	1982	1980	1982	1980	1982	1980
NUMBER OF RESPONDENTS	1230	1227	388	430	842	797
	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%
<u>AUTOMOBILE INDUSTRY</u>						
VERY IMPORTANT	56	61	57	63	55	60
MODERATELY IMPORTANT	30	27	27	27	31	27
NOT VERY IMPORTANT	8	5	8	6	8	5
NOT AT ALL IMPORTANT	1	1	2	1	1	1
DON'T KNOW/NO ANSWER	5	5	5	4	5	6
<u>DRUG INDUSTRY</u>						
VERY IMPORTANT	38	39	39	40	37	38
MODERATELY IMPORTANT	39	38	36	39	41	37
NOT VERY IMPORTANT	13	13	14	13	13	14
NOT AT ALL IMPORTANT	3	2	4	1	3	3
DON'T KNOW/NO ANSWER	7	8	7	7	7	9
<u>TOBACCO INDUSTRY</u>						
VERY IMPORTANT	50	51	56	57	47	48
MODERATELY IMPORTANT	29	29	26	28	31	30
NOT VERY IMPORTANT	13	11	12	10	13	13
NOT AT ALL IMPORTANT	4	3	3	2	5	3
DON'T KNOW/NO ANSWER	4	5	3	3	4	6
<u>LIQUOR INDUSTRY</u>						
VERY IMPORTANT	51	52	57	55	48	50
MODERATELY IMPORTANT	30	30	25	31	32	29
NOT VERY IMPORTANT	11	10	10	9	12	11
NOT AT ALL IMPORTANT	4	3	4	2	5	4
DON'T KNOW/NO ANSWER	4	5	3	4	4	6

(CONTINUED)

000265401

	TOTAL		SMOKERS		NON-SMOKERS	
	1982	1980	1982	1980	1982	1980
NUMBER OF RESPONDENTS	1230	1227	388	430	842	797
	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%
<u>CHEMICAL INDUSTRY</u>						
VERY IMPORTANT	39	40	40	42	38	39
MODERATELY IMPORTANT	39	39	36	40	41	38
NOT VERY IMPORTANT	11	10	13	8	10	10
NOT AT ALL IMPORTANT	2	2	2	1	2	2
DON'T KNOW/NO ANSWER	9	10	8	8	9	11
<u>OIL INDUSTRY</u>						
VERY IMPORTANT	65	69	66	71	64	68
MODERATELY IMPORTANT	24	19	22	19	25	20
NOT VERY IMPORTANT	6	5	6	5	5	5
NOT AT ALL IMPORTANT	2	2	3	2	2	2
DON'T KNOW/NO ANSWER	4	4	3	3	4	5
<u>FOOD PROCESSING AND MANUFACTURING INDUSTRY</u>						
VERY IMPORTANT	43	39	47	38	42	40
MODERATELY IMPORTANT	38	42	37	45	39	40
NOT VERY IMPORTANT	12	12	10	12	14	12
NOT AT ALL IMPORTANT	2	2	3	1	1	2
DON'T KNOW/NO ANSWER	4	5	3	4	5	6
<u>ELECTRIC POWER INDUSTRY</u>						
VERY IMPORTANT	50	53	54	55	48	52
MODERATELY IMPORTANT	32	31	28	33	34	31
NOT VERY IMPORTANT	10	8	11	7	10	9
NOT AT ALL IMPORTANT	3	2	3	2	3	1
DON'T KNOW/NO ANSWER	5	5	4	3	5	7

0002665402

Q. 3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

SMOKERS

NON-SMOKERS		HEAVY SMOKERS		MODERATE SMOKERS		TOTAL SMOKERS	
TOTAL	EX-NEVER	TOTAL	40 OR MORE	TOTAL	HEAVY	TOTAL	SMOKERS
302	302	193	193	259	259	554	554
100%	100%	100%	100%	100%	100%	100%	100%

TOTAL RESPONDENTS

1230	388	37	90	259	193	66	842	302	539
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

AUTOMOBILE INDUSTRY

56%	57%	54%	52%	60%	60%	61%	55%	58%	53%
VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT
30%	27%	35%	32%	24%	26%	20%	31%	28%	32%
MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT
8%	8%	9%	8%	9%	7%	14%	8%	8%	8%
NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT
1%	2%	-%	3%	2%	3%	-%	1%	1%	1%
NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT
DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW

DRUG INDUSTRY

38%	39%	51%	34%	39%	36%	47%	37%	39%	36%
VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT	VERY IMPORTANT
39%	36%	27%	33%	38%	40%	30%	41%	39%	42%
MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT	MODERATELY IMPORTANT
13%	14%	5%	19%	14%	13%	15%	13%	14%	12%
NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT	NOT VERY IMPORTANT
3%	4%	11%	4%	3%	4%	2%	3%	2%	3%
NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT	NOT AT ALL IMPORTANT
DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW	DON'T KNOW

0002665403

Q.3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	S M O K E R S									
	HEAVY SMOKERS							N O N - S M O K E R S		
	TOTAL	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	1230 100%	388 100%	37 100%	90 100%	259 100%	193 100%	66 100%	842 100%	302 100%	539 100%
TOBACCO INDUSTRY										
VERY IMPORTANT	50%	56%	62%	50%	58%	55%	67%	47%	51%	44%
MODERATELY IMPORTANT	29%	26%	22%	24%	27%	31%	18%	31%	25%	34%
NOT VERY IMPORTANT	13%	12%	11%	13%	11%	11%	11%	13%	14%	13%
NOT AT ALL IMPORTANT	4%	3%	3%	7%	1%	1%	3%	5%	6%	5%
DON'T KNOW	4%	3%	3%	6%	2%	3%	2%	4%	5%	4%
LIQUOR INDUSTRY										
VERY IMPORTANT	51%	57%	57%	53%	59%	58%	65%	48%	51%	45%
MODERATELY IMPORTANT	30%	25%	24%	24%	25%	27%	20%	32%	27%	34%
NOT VERY IMPORTANT	11%	10%	14%	9%	9%	9%	9%	12%	12%	12%
NOT AT ALL IMPORTANT	4%	4%	3%	8%	3%	3%	5%	5%	5%	4%
DON'T KNOW	4%	3%	3%	6%	3%	3%	2%	4%	5%	4%

0002665404

0.3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

S M O K E R S									
N O N - S M O K E R S									
MODER- TOTAL									
ATE HEAVY									
SMOKERS 20 - 39 MORE									
40 OR									
NON-									
EX- NEVER									
TOTAL SMOKERS SMOKED									
TOTAL	MODER- TOTAL	ATE HEAVY	SMOKERS 20 - 39 MORE	40 OR	NON-	EX- NEVER	TOTAL SMOKERS SMOKED		
1230	388	37	90	259	193	66	842	302	939
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CHEMICAL INDUSTRY									
VERY IMPORTANT									
39%	40%	54%	43%	38%	37%	39%	38%	39%	37%
MODERATELY IMPORTANT									
39%	36%	27%	34%	38%	37%	39%	41%	39%	42%
NOT VERY IMPORTANT									
11%	13%	11%	13%	13%	12%	15%	10%	9%	10%
NOT AT ALL IMPORTANT									
2%	2%	-%	2%	3%	3%	2%	2%	3%	2%
DON'T KNOW									
9%	8%	8%	7%	9%	10%	5%	9%	9%	9%
OIL INDUSTRY									
VERY IMPORTANT									
65%	66%	73%	66%	65%	64%	68%	64%	66%	63%
MODERATELY IMPORTANT									
24%	22%	19%	21%	22%	24%	15%	25%	22%	27%
NOT VERY IMPORTANT									
6%	6%	-%	6%	8%	6%	12%	5%	5%	5%
NOT AT ALL IMPORTANT									
2%	3%	3%	3%	3%	4%	2%	2%	3%	1%
DON'T KNOW									
4%	3%	5%	4%	2%	2%	3%	4%	4%	4%

0002665405

Q.3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	S M O K E R S							N O N - S M O K E R S		
	TOTAL	TOTAL SMOKERS	LIGHT SMOKERS	MODERATE SMOKERS	HEAVY SMOKERS			TOTAL NON-SMOKERS	EX-SMOKERS	NEVER SMOKED
					TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE			
TOTAL RESPONDENTS	1230 100%	388 100%	37 100%	90 100%	259 100%	193 100%	66 100%	842 100%	302 100%	539 100%
FOOD PROCESSING AND MANUFACTURING INDUSTRY										
VERY IMPORTANT	43%	47%	65%	49%	44%	44%	44%	42%	44%	40%
MODERATELY IMPORTANT	38%	37%	24%	33%	40%	41%	36%	39%	35%	41%
NOT VERY IMPORTANT	12%	10%	3%	10%	11%	10%	14%	14%	15%	13%
NOT AT ALL IMPORTANT	2%	3%	5%	3%	3%	3%	3%	1%	2%	1%
DON'T KNOW	4%	3%	3%	4%	3%	3%	3%	5%	5%	5%
ELECTRIC POWER INDUSTRY										
VERY IMPORTANT	50%	54%	59%	56%	54%	53%	55%	48%	49%	48%
MODERATELY IMPORTANT	32%	28%	24%	28%	29%	29%	29%	34%	32%	34%
NOT VERY IMPORTANT	10%	11%	11%	10%	11%	10%	12%	10%	10%	10%
NOT AT ALL IMPORTANT	3%	3%	3%	2%	3%	4%	2%	3%	4%	3%
DON'T KNOW	5%	4%	3%	4%	3%	4%	3%	5%	5%	5%

0002665406

Q. 3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	1230 100%	490 100%	740 100%	597 100%	633 100%	1068 100%	136 100%	95 100%	282 100%	334 100%	393 100%	221 100%	456 100%	382 100%	270 100%	122 100%
FOOD PROCESSING AND MANUFACTURING INDUSTRY																
VERY IMPORTANT	43%	41%	45%	42%	44%	40%	65%	55%	45%	41%	47%	37%	47%	41%	37%	52%
MODERATELY IMPORTANT	38%	42%	36%	41%	35%	40%	20%	38%	36%	41%	35%	43%	36%	37%	44%	34%
NOT VERY IMPORTANT	12%	11%	13%	11%	13%	13%	9%	4%	11%	12%	12%	15%	11%	15%	12%	10%
NOT AT ALL IMPORTANT	2%	1%	2%	2%	2%	2%	3%	-%	3%	2%	2%	1%	2%	3%	4%	2%
DON'T KNOW	4%	4%	4%	3%	6%	4%	4%	4%	5%	4%	4%	4%	4%	4%	6%	2%
ELECTRIC POWER INDUSTRY																
VERY IMPORTANT	50%	51%	50%	50%	51%	48%	66%	62%	53%	51%	52%	43%	56%	47%	46%	51%
MODERATELY IMPORTANT	32%	33%	31%	31%	33%	34%	18%	33%	32%	29%	31%	38%	29%	35%	34%	30%
NOT VERY IMPORTANT	10%	9%	11%	13%	7%	10%	8%	2%	8%	13%	9%	11%	8%	11%	12%	10%
NOT AT ALL IMPORTANT	3%	2%	4%	3%	3%	3%	5%	-%	4%	2%	3%	4%	3%	3%	2%	5%
DON'T KNOW	5%	4%	5%	3%	7%	5%	2%	4%	4%	5%	5%	5%	4%	4%	6%	4%

0002665407

Q.3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	1230 100%	490 100%	740 100%	597 100%	633 100%	1068 100%	136 100%	55 100%	282 100%	334 100%	393 100%	221 100%	456 100%	382 100%	270 100%	122 100%
CHEMICAL INDUSTRY																
VERY IMPORTANT	39%	39%	39%	39%	38%	36%	54%	47%	45%	34%	39%	36%	45%	38%	30%	37%
MODERATELY IMPORTANT	39%	39%	40%	41%	37%	42%	24%	40%	36%	42%	38%	40%	36%	41%	46%	32%
NOT VERY IMPORTANT	11%	14%	9%	11%	10%	11%	9%	7%	10%	10%	8%	16%	9%	10%	13%	13%
NOT AT ALL IMPORTANT	2%	2%	3%	2%	3%	2%	6%	2%	2%	3%	3%	2%	2%	2%	2%	3%
DON'T KNOW	9%	7%	10%	7%	11%	9%	8%	4%	7%	10%	11%	5%	8%	9%	9%	15%
OIL INDUSTRY																
VERY IMPORTANT	65%	69%	62%	67%	63%	64%	67%	71%	68%	65%	62%	66%	68%	64%	64%	60%
MODERATELY IMPORTANT	24%	22%	25%	22%	25%	24%	21%	22%	21%	24%	26%	24%	22%	24%	24%	26%
NOT VERY IMPORTANT	6%	5%	6%	6%	6%	6%	4%	2%	5%	6%	5%	5%	4%	8%	5%	7%
NOT AT ALL IMPORTANT	2%	1%	3%	3%	2%	2%	5%	2%	3%	1%	2%	3%	3%	2%	2%	3%
DON'T KNOW	4%	3%	4%	2%	5%	4%	2%	4%	3%	3%	4%	3%	4%	3%	5%	3%

8045992000

Q.3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	1230	490	740	597	633	1068	136	55	282	334	393	221	456	382	270	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOBACCO INDUSTRY																
VERY IMPORTANT	50%	47%	51%	51%	48%	50%	49%	45%	53%	52%	46%	48%	52%	52%	47%	40%
MODERATELY IMPORTANT	29%	33%	27%	29%	29%	30%	25%	33%	27%	28%	32%	30%	26%	29%	33%	33%
NOT VERY IMPORTANT	13%	14%	12%	13%	13%	12%	13%	13%	11%	12%	12%	17%	14%	11%	11%	17%
NOT AT ALL IMPORTANT	4%	2%	6%	4%	5%	4%	8%	5%	5%	4%	6%	2%	5%	4%	3%	4%
DON'T KNOW	4%	4%	4%	3%	5%	4%	5%	4%	4%	3%	5%	4%	3%	3%	6%	6%
LIQUOR INDUSTRY																
VERY IMPORTANT	51%	48%	52%	54%	48%	51%	44%	53%	51%	55%	45%	52%	53%	52%	48%	43%
MODERATELY IMPORTANT	30%	32%	28%	30%	30%	30%	29%	29%	30%	26%	32%	30%	29%	27%	33%	34%
NOT VERY IMPORTANT	11%	13%	10%	10%	12%	11%	10%	7%	11%	12%	10%	12%	11%	12%	9%	11%
NOT AT ALL IMPORTANT	4%	2%	6%	4%	4%	3%	12%	7%	5%	3%	7%	2%	5%	4%	3%	6%
DON'T KNOW	4%	4%	4%	2%	6%	4%	4%	4%	3%	4%	5%	4%	2%	4%	6%	7%

000265409

Q. 3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT).
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	1230	490	740	597	633	1068	136	55	282	334	393	221	456	382	270	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AUTOMOBILE INDUSTRY																
VERY IMPORTANT	56%	52%	58%	61%	51%	54%	68%	58%	59%	57%	54%	52%	59%	57%	50%	52%
MODERATELY IMPORTANT	30%	32%	29%	28%	31%	31%	24%	33%	29%	28%	31%	31%	29%	27%	35%	28%
NOT VERY IMPORTANT	8%	9%	8%	7%	9%	9%	5%	5%	7%	7%	8%	11%	6%	9%	8%	11%
NOT AT ALL IMPORTANT	1%	2%	1%	2%	1%	2%	-%	-%	4%	2%	2%	1%	1%	2%	1%	2%
DON'T KNOW	5%	4%	5%	3%	7%	5%	3%	4%	4%	6%	5%	5%	4%	5%	6%	6%
DRUG INDUSTRY																
VERY IMPORTANT	38%	34%	40%	38%	37%	36%	49%	47%	42%	37%	39%	30%	40%	36%	33%	40%
MODERATELY IMPORTANT	39%	41%	38%	41%	38%	41%	27%	38%	39%	37%	38%	44%	40%	39%	41%	34%
NOT VERY IMPORTANT	13%	17%	11%	14%	12%	13%	13%	5%	10%	15%	13%	15%	11%	14%	13%	20%
NOT AT ALL IMPORTANT	3%	2%	4%	3%	3%	3%	6%	4%	3%	3%	3%	4%	4%	3%	3%	2%
DON'T KNOW	7%	5%	8%	4%	10%	7%	4%	5%	6%	8%	7%	7%	6%	8%	9%	5%

0145992000

G.3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	1230 100%	260 100%	351 100%	310 100%	299 100%	342 100%	435 100%	453 100%	340 100%	202 100%	208 100%
FOOD PROCESSING AND MANUFACTURING INDUSTRY											
VERY IMPORTANT	43%	55%	45%	40%	35%	54%	44%	34%	46%	38%	33%
MODERATELY IMPORTANT	38%	30%	39%	42%	41%	30%	40%	42%	36%	41%	47%
NOT VERY IMPORTANT	12%	7%	11%	14%	18%	7%	11%	18%	11%	16%	17%
NOT AT ALL IMPORTANT	2%	2%	1%	2%	2%	1%	3%	2%	2%	2%	1%
DON'T KNOW	4%	6%	3%	3%	4%	7%	2%	4%	5%	2%	2%
ELECTRIC POWER INDUSTRY											
VERY IMPORTANT	50%	57%	52%	49%	44%	55%	54%	43%	54%	48%	42%
MODERATELY IMPORTANT	32%	25%	32%	35%	35%	29%	30%	37%	29%	35%	40%
NOT VERY IMPORTANT	10%	7%	10%	10%	13%	6%	11%	12%	10%	12%	12%
NOT AT ALL IMPORTANT	3%	4%	2%	2%	3%	2%	3%	4%	3%	2%	4%
DON'T KNOW	5%	8%	3%	3%	5%	9%	2%	4%	4%	3%	2%

0002665411

**Q. 3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)**

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MOR
TOTAL RESPONDENTS	1230	260	351	310	299	342	435	453	340	202	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CHEMICAL INDUSTRY											
VERY IMPORTANT	39%	41%	40%	37%	38%	44%	37%	36%	40%	38%	36%
MODERATELY IMPORTANT	39%	33%	39%	44%	41%	31%	42%	43%	36%	41%	49%
NOT VERY IMPORTANT	11%	10%	11%	11%	10%	9%	11%	12%	11%	15%	10%
NOT AT ALL IMPORTANT	2%	4%	2%	2%	2%	2%	4%	1%	4%	*%	*%
DON'T KNOW	9%	12%	8%	7%	8%	14%	6%	8%	9%	6%	5%
OIL INDUSTRY											
VERY IMPORTANT	65%	63%	65%	69%	63%	61%	66%	67%	63%	64%	66%
MODERATELY IMPORTANT	24%	24%	25%	21%	25%	26%	22%	24%	23%	26%	26%
NOT VERY IMPORTANT	6%	3%	6%	6%	6%	4%	7%	5%	7%	6%	4%
NOT AT ALL IMPORTANT	2%	4%	1%	2%	2%	2%	3%	2%	4%	2%	2%
DON'T KNOW	4%	5%	3%	3%	3%	7%	1%	3%	4%	2%	1%

000265412

Q.3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT).
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEO	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	1230 100%	260 100%	351 100%	310 100%	299 100%	342 100%	435 100%	453 100%	340 100%	202 100%	208 100%
TOBACCO INDUSTRY											
VERY IMPORTANT	50%	43%	54%	54%	48%	48%	49%	52%	46%	47%	57%
MODERATELY IMPORTANT	29%	29%	28%	29%	31%	27%	31%	29%	30%	34%	23%
NOT VERY IMPORTANT	13%	15%	11%	12%	13%	14%	12%	12%	13%	14%	16%
NOT AT ALL IMPORTANT	4%	7%	4%	2%	5%	5%	5%	4%	7%	3%	2%
DON'T KNOW	4%	7%	3%	3%	3%	6%	2%	4%	4%	3%	2%
LIQUOR INDUSTRY											
VERY IMPORTANT	51%	44%	54%	54%	49%	48%	51%	52%	51%	50%	54%
MODERATELY IMPORTANT	30%	31%	27%	29%	32%	28%	31%	29%	26%	29%	30%
NOT VERY IMPORTANT	11%	12%	10%	12%	12%	11%	10%	13%	11%	16%	13%
NOT AT ALL IMPORTANT	4%	7%	5%	3%	4%	7%	4%	3%	8%	2%	1%
DON'T KNOW	4%	7%	4%	2%	3%	7%	3%	4%	4%	2%	1%

0002665413

**Q. 3Y - HOW IMPORTANT VARIOUS INDUSTRIES ARE AS SOURCES OF TAX REVENUES TO THE GOVERNMENT (CARD SHOWN RESPONDENT)
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)**

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	1230 100%	260 100%	351 100%	310 100%	299 100%	342 100%	435 100%	453 100%	340 100%	202 100%	208 100%
AUTOMOBILE INDUSTRY											
VERY IMPORTANT	56%	53%	56%	57%	56%	55%	57%	55%	56%	55%	59%
MODERATELY IMPORTANT	30%	31%	30%	31%	27%	30%	30%	30%	29%	32%	27%
NOT VERY IMPORTANT	8%	7%	9%	7%	9%	7%	9%	8%	10%	9%	9%
NOT AT ALL IMPORTANT	1%	2%	1%	1%	2%	1%	1%	2%	2%	-%	1%
DON'T KNOW	5%	7%	3%	4%	6%	7%	4%	5%	4%	4%	4%
DRUG INDUSTRY											
VERY IMPORTANT	38%	43%	38%	36%	34%	45%	36%	34%	39%	38%	33%
MODERATELY IMPORTANT	39%	34%	40%	43%	39%	34%	40%	42%	36%	37%	48%
NOT VERY IMPORTANT	13%	11%	10%	14%	17%	10%	13%	15%	14%	16%	13%
NOT AT ALL IMPORTANT	3%	4%	4%	2%	3%	2%	5%	2%	4%	2%	1%
DON'T KNOW	7%	8%	8%	5%	6%	9%	5%	7%	7%	6%	5%

0002665414

ROPER ORGANIZATION INC. STUDY #243-046

[illegible]

Q. 4 - WHEN LOCAL AND STATE TAXES NEED TO BE INCREASED, WHICH ONE TAX MOST WILLING TO SEE RAISED

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
GENERAL SALES TAX	23%	21%	25%	26%	21%	24%	23%	11%	20%	27%	21%	26%	22%	24%	26%	22%
GASOLINE TAXES	3%	3%	3%	4%	3%	3%	3%	3%	3%	2%	3%	5%	3%	3%	4%	3%
CIGARETTE TAXES	31%	36%	27%	31%	31%	32%	20%	34%	34%	35%	26%	30%	33%	33%	28%	24%
LIQUOR TAXES	35%	33%	36%	30%	38%	35%	36%	36%	26%	31%	44%	33%	28%	35%	40%	45%
DON'T KNOW	8%	7%	9%	8%	8%	6%	18%	16%	16%	4%	7%	5%	14%	5%	3%	7%

0002665416

Q. 4 - WHEN LOCAL AND STATE TAXES NEED TO BE INCREASED, WHICH ONE TAX MOST WILLING TO SEE RAISED

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M	20M	30M	30M AND OVER	NON	HIGH	COLLEGE	BLUE	WHITE	PROF.
		UNDER 10M	UNDER 20M	UNDER 30M		H-S GRAD	SCHOO GRAD		COLLA	COLLA	& MGR
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
GENERAL SALES TAX	23%	21%	23%	26%	24%	21%	26%	23%	24%	25%	24%
GASOLINE TAXES	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	4%
CIGARETTE TAXES	31%	25%	30%	30%	37%	24%	29%	37%	29%	33%	38%
LIQUOR TAXES	35%	37%	37%	34%	30%	40%	34%	31%	35%	31%	29%
DON'T KNOW	8%	13%	7%	7%	6%	12%	8%	6%	9%	8%	6%

0002665417

Q.5 - WHETHER EMPLOYER SHOULD OR SHOULD NOT HAVE THE RIGHT TO REFUSE TO EMPLOY SOMEONE WHO....

48

	TOTAL			SMOKERS			NON-SMOKERS		
	1982	1980	1978	1982	1980	1978	1982	1980	1978
NUMBER OF RESPONDENTS	2500	2512	2511	812	915	920	1688	1597	1591
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%
<u>SMOKES CIGARETTES</u>									
SHOULD HAVE RIGHT TO REFUSE EMPLOYMENT	18	16	22	11	11	16	22	19	25
SHOULD NOT	79	81	76	87	88	83	75	78	72
DON'T KNOW/NO ANSWER	2	3	3	1	2	2	3	3	3
<u>DRINKS ALCOHOLIC BEVERAGES FROM TIME TO TIME</u>									
SHOULD HAVE RIGHT TO REFUSE EMPLOYMENT	19	20	25	15	16	22	21	23	27
SHOULD NOT	77	76	72	82	82	75	75	73	70
DON'T KNOW/NO ANSWER	4	3	3	3	2	3	4	4	4
<u>DRIVES A MOTORCYCLE</u>									
SHOULD HAVE RIGHT TO REFUSE EMPLOYMENT	10	7	9	8	6	8	10	8	10
SHOULD NOT	89	89	88	90	92	90	88	88	88
DON'T KNOW/NO ANSWER	1	3	2	2	2	2	1	4	2
<u>IS OVER 65</u>									
SHOULD HAVE RIGHT TO REFUSE EMPLOYMENT	21	24	26	19	23	26	22	25	26
SHOULD NOT	74	70	68	75	71	68	73	69	68
DON'T KNOW/NO ANSWER	5	7	6	5	6	6	5	7	6
<u>IS A HOMOSEXUAL</u>									
SHOULD HAVE RIGHT TO REFUSE EMPLOYMENT	24	28	28	21	26	26	26	29	29
SHOULD NOT	66	61	60	71	65	64	63	59	58
DON'T KNOW/NO ANSWER	10	11	12	8	9	10	11	12	13

NOTE: IN PREVIOUS YEARS QUESTION ASKED "WHETHER EMPLOYER DOES OR DOES NOT HAVE THE RIGHT..."

(CONTINUED)

0002665418

S M O K E R S

HEAVY SMOKERS NON - SMOKERS

SMOKES CIGARETTES

SHOULD

SHOULD NOT

DO NOT KNOW

DRINKS ALCOHOLIC BEVERAGES

SHOULD

SHOULD NOT

DO NOT KNOW

DRIVES A MOTORCYCLE

SHOULD

SHOULD NOT

NON T. NO

IS OVER 63

SHOULD

SHOULD NOT

DO NOT KNOW

Q. 5 - WHETHER EMPLOYER SHOULD OR SHOULD NOT HAVE RIGHT TO REFUSE TO EMPLOY SOMEONE WHO....

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	LIGHT	MODER-	TOTAL	40 OR			TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
IS A HOMOSEXUAL										

SHOULD	24%	21%	22%	20%	21%	20%	24%	26%	28%	25%
SHOULD NOT	66%	71%	70%	72%	71%	70%	71%	63%	61%	64%
DON'T KNOW	10%	8%	8%	8%	8%	9%	5%	11%	11%	11%
IS BLACK										

SHOULD	10%	8%	13%	8%	8%	7%	12%	10%	11%	9%
SHOULD NOT	90%	91%	86%	92%	91%	92%	88%	89%	87%	90%
DON'T KNOW	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%
IS PHYSICALLY HANDICAPPED										

SHOULD	18%	17%	17%	15%	17%	17%	18%	19%	19%	18%
SHOULD NOT	76%	79%	80%	79%	78%	77%	80%	75%	73%	76%
DON'T KNOW	6%	5%	2%	7%	5%	6%	2%	7%	8%	6%
IS A WOMAN OF CHILDBEARING AGE										

SHOULD	11%	10%	13%	13%	9%	9%	11%	12%	12%	12%
SHOULD NOT	87%	88%	87%	86%	89%	90%	88%	86%	86%	86%
DON'T KNOW	2%	1%	0%	1%	2%	2%	1%	2%	2%	3%

000265420

Q. 5 - WHETHER EMPLOYER SHOULD OR SHOULD NOT HAVE RIGHT TO REFUSE TO EMPLOY SOMEONE WHO...

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
SMOKES CIGARETTES																
SHOULD	18%	16%	20%	18%	19%	19%	17%	10%	11%	18%	19%	27%	18%	16%	19%	26%
SHOULD NOT	79%	83%	77%	80%	79%	79%	82%	88%	86%	80%	79%	71%	79%	82%	79%	74%
DON'T KNOW	2%	1%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	*%
DRINKS ALCOHOLIC BEVERAGES																
SHOULD	19%	16%	21%	19%	19%	19%	20%	17%	9%	19%	23%	24%	18%	17%	18%	31%
SHOULD NOT	77%	81%	75%	78%	77%	77%	76%	80%	89%	76%	73%	73%	78%	80%	79%	65%
DON'T KNOW	4%	3%	4%	4%	4%	4%	4%	3%	3%	5%	4%	3%	4%	3%	3%	4%
DRIVES A MOTORCYCLE																
SHOULD	10%	7%	12%	9%	10%	9%	18%	8%	5%	8%	12%	14%	11%	9%	6%	16%
SHOULD NOT	89%	93%	86%	89%	89%	90%	80%	90%	93%	91%	87%	85%	87%	90%	93%	82%
DON'T KNOW	1%	1%	2%	1%	1%	1%	2%	3%	2%	1%	1%	2%	2%	1%	1%	2%
IS OVER 65																
SHOULD	21%	19%	22%	23%	19%	20%	31%	18%	19%	22%	21%	22%	23%	18%	18%	29%
SHOULD NOT	74%	76%	72%	71%	76%	76%	59%	76%	73%	74%	75%	73%	71%	77%	77%	67%
DON'T KNOW	5%	5%	5%	6%	5%	5%	10%	6%	9%	4%	4%	6%	6%	5%	5%	4%

1245992000

Q. 5 - WHETHER EMPLOYER SHOULD OR SHOULD NOT HAVE RIGHT TO REFUSE TO EMPLOY SOMEONE WHO...

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
IS A HOMOSEXUAL																
SHOULD	24%	20%	27%	27%	22%	25%	23%	18%	16%	22%	30%	29%	20%	24%	26%	38%
SHOULD NOT	66%	73%	60%	63%	68%	66%	62%	70%	74%	68%	60%	62%	69%	67%	65%	50%
DON'T KNOW	10%	6%	13%	10%	10%	9%	14%	12%	10%	10%	11%	8%	11%	9%	9%	12%
IS BLACK																
SHOULD	10%	7%	12%	10%	9%	9%	15%	8%	6%	8%	11%	14%	10%	9%	7%	17%
SHOULD NOT	90%	93%	87%	89%	90%	90%	85%	91%	93%	91%	88%	85%	89%	90%	92%	82%
DON'T KNOW	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%
IS PHYSICALLY HANDICAPPED																
SHOULD	18%	17%	19%	21%	15%	17%	22%	21%	14%	17%	20%	22%	18%	17%	14%	27%
SHOULD NOT	76%	79%	74%	73%	79%	77%	72%	70%	79%	78%	75%	71%	75%	77%	81%	67%
DON'T KNOW	6%	5%	7%	7%	5%	6%	6%	9%	7%	5%	5%	7%	7%	6%	5%	6%
IS A WOMAN OF CHILDBEARING AGE																
SHOULD	11%	9%	13%	13%	10%	11%	17%	15%	8%	10%	12%	16%	11%	11%	9%	17%
SHOULD NOT	87%	89%	85%	84%	89%	87%	82%	79%	90%	88%	85%	82%	86%	87%	89%	82%
DON'T KNOW	2%	2%	2%	3%	2%	2%	1%	6%	2%	1%	3%	2%	3%	1%	3%	1%

2245992000

Q. 3 - WHETHER EMPLOYER SHOULD OR SHOULD NOT HAVE RIGHT TO REFUSE TO EMPLOY SOMEONE WHO....

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MOR
TOTAL RESPONDENTS	2300 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
SMOKES CIGARETTES											
SHOULD	18%	19%	16%	17%	21%	15%	17%	22%	12%	16%	24%
SHOULD NOT	79%	79%	81%	80%	77%	83%	80%	76%	86%	82%	74%
DON'T KNOW	2%	1%	3%	2%	2%	2%	2%	3%	1%	2%	3%
DRINKS ALCOHOLIC BEVERAGES											
SHOULD	19%	20%	19%	18%	19%	20%	18%	19%	16%	16%	20%
SHOULD NOT	77%	76%	77%	79%	78%	76%	78%	78%	81%	80%	76%
DON'T KNOW	4%	4%	4%	3%	3%	4%	4%	3%	3%	4%	4%
DRIVES A MOTORCYCLE											
SHOULD	10%	14%	7%	9%	9%	11%	10%	9%	8%	6%	11%
SHOULD NOT	89%	84%	92%	90%	90%	87%	89%	90%	91%	93%	89%
DON'T KNOW	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
IS OVER 65											
SHOULD	21%	23%	19%	19%	22%	23%	21%	19%	22%	15%	23%
SHOULD NOT	74%	70%	76%	77%	72%	72%	74%	75%	72%	80%	72%
DON'T KNOW	5%	7%	5%	4%	6%	5%	5%	6%	5%	6%	5%

000265423

Q. 5 - WHETHER EMPLOYER SHOULD OR SHOULD NOT HAVE RIGHT TO REFUSE TO EMPLOY SOMEONE WHO....

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
IS A HOMOSEXUAL											
SHOULD	24%	27%	24%	23%	25%	25%	25%	23%	23%	22%	25%
SHOULD NOT	66%	61%	66%	67%	68%	61%	65%	69%	68%	70%	68%
DON'T KNOW	10%	13%	10%	10%	8%	14%	10%	8%	10%	8%	7%
IS BLACK											
SHOULD	10%	14%	6%	9%	10%	10%	10%	9%	8%	8%	11%
SHOULD NOT	90%	86%	93%	90%	89%	89%	90%	89%	92%	91%	88%
DON'T KNOW	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
IS PHYSICALLY HANDICAPPED											
SHOULD	18%	20%	15%	17%	20%	17%	18%	18%	18%	16%	21%
SHOULD NOT	76%	73%	79%	78%	74%	76%	77%	75%	77%	78%	73%
DON'T KNOW	6%	7%	6%	5%	6%	7%	5%	7%	5%	6%	6%
IS A WOMAN OF CHILDBEARING AGE											
SHOULD	11%	15%	9%	11%	12%	12%	12%	10%	10%	10%	12%
SHOULD NOT	87%	83%	89%	88%	87%	85%	86%	88%	88%	88%	87%
DON'T KNOW	2%	3%	3%	1%	1%	3%	2%	2%	2%	2%	1%

000265424

Q. 5 - WHETHER EMPLOYER SHOULD OR SHOULD NOT HAVE RIGHT TO REFUSE TO EMPLOY SOMEONE WHO....

HALF SAMPLES
WITH DIFFERENT
SEQUENCE OF ITEMS

	TOTAL	'X' VERSION	'Y' VERSION
	2500	1270	1230
	100%	100%	100%
TOTAL RESPONDENTS			
SMOKES CIGARETTES			
SHOULD	18%	25%	12%
SHOULD NOT	79%	73%	86%
DON'T KNOW	2%	3%	2%
DRINKS ALCOHOLIC BEVERAGES			
SHOULD	19%	22%	16%
SHOULD NOT	77%	75%	80%
DON'T KNOW	4%	3%	4%
DRIVES A MOTORCYCLE			
SHOULD	10%	9%	10%
SHOULD NOT	89%	89%	88%
DON'T KNOW	1%	1%	1%
IS OVER 65			
SHOULD	21%	21%	21%
SHOULD NOT	74%	75%	73%
DON'T KNOW	5%	5%	6%

Q. 5 - WHETHER EMPLOYER SHOULD OR SHOULD NOT HAVE RIGHT TO REFUSE TO EMPLOY SOMEONE WHO....

	HALF SAMPLES WITH DIFFERENT SEQUENCE OF ITEMS		
	TOTAL ----- *****	'X' VERSION *****	'Y' VERSION *****
TOTAL RESPONDENTS	2500 100%	1270 100%	1230 100%
IS A HOMOSEXUAL -----			
SHOULD	24%	25%	24%
SHOULD NOT	66%	65%	66%
DON'T KNOW	10%	10%	10%
IS BLACK -----			
SHOULD	10%	9%	10%
SHOULD NOT	90%	90%	89%
DON'T KNOW	1%	1%	1%
IS PHYSICALLY HANDICAPPED -----			
SHOULD	18%	17%	19%
SHOULD NOT	76%	77%	75%
DON'T KNOW	6%	6%	6%
IS A WOMAN OF CHILDBEARING AGE -----			
SHOULD	11%	10%	13%
SHOULD NOT	87%	89%	85%
DON'T KNOW	2%	2%	3%

0002665426

Q.6 - WHICH TWO OR THREE THINGS ON LIST PEOPLE ARE PERSONALLY MOST CONCERNED ABOUT AS TO POSSIBLE EFFECTS ON HEALTH, SAFETY OR WELFARE OF THEMSELVES AND FAMILY. (CARD SHOWN RESPONDENT)

(ASKED OF ALL RESPONDENTS)

NUMBER OF RESPONDENTS	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
	2500	2512	2511	2507	2487	2499	2493	812	915	920	937	1011	969	969	1688	1597	1591	1570	1476	1530	1524
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
PERSONALLY CONCERNED ABOUT																					
CRIME IN THE STREETS	49	57	60	55	58	55	57	48	59	60	59	60	56	58	49	56	60	54	57	55	56
AIR POLLUTION	30	36	39	41	41	39	45	30	34	36	38	42	38	46	30	37	41	42	41	40	44
NARCOTICS ADDICTION (1)	30	34	38	31	39	49	51	34	34	42	35	45	53	55	28	34	36	29	34	47	49
NUCLEAR RADIATION	28	28	XX	XX	XX	XX	XX	32	29	XX	XX	XX	XX	XX	26	27	XX	XX	XX	XX	XX
CHEMICAL WASTE DISPOSAL	28	XX	XX	XX	XX	XX	XX	30	XX	XX	XX	XX	XX	XX	27	XX	XX	XX	XX	XX	XX
WATER POLLUTION	25	23	24	26	27	30	31	25	23	23	27	27	29	32	25	23	24	26	28	30	31
THE SAFETY OF PRE- SCRIPTION DRUGS AND MEDICINES	17	23	25	28	22	24	XX	17	26	27	28	21	25	XX	18	22	23	28	22	23	XX
AUTOMOBILE SAFETY	16	17	17	18	22	22	23	15	18	18	20	23	21	23	16	16	16	17	21	23	23
FOOD ADDITIVES (2)	14	21	23	24	18	17	11	13	22	23	26	19	17	8	14	21	23	24	18	17	12
CIGARETTE SMOKING	12	13	13	18	14	13	21	5	7	7	10	10	9	19	15	16	17	22	17	15	23
USE OF MARIJUANA	12	16	13	14	15	17	21	13	19	13	15	17	18	22	11	15	13	14	13	16	21
USE OF ALCOHOLIC BEVERAGES	12	10	10	13	12	11	XX	9	8	8	12	10	9	XX	14	11	11	14	13	13	XX
BEING EXPOSED TO DUST (3) AND FUMES ON THE JOB	6	8	10	9	6	XX	XX	9	11	11	14	7	XX	XX	5	7	9	7	6	XX	XX
BEING AROUND PEOPLE WHO ARE SMOKING	4	6	5	7	3	XX	XX	*	1	1	1	*	XX	XX	7	9	8	11	5	XX	XX
NONE OF THESE (VOL.)	1	1	1	1	1	1	1	1	1	1	1	1	1	*	*	1	1	1	1	1	1
DON'T KNOW/NO ANSWER	1	*	1	2	*	1	1	*	*	1	1	*	2	*	1	1	1	2	*	1	1

* LESS THAN .5 PERCENT

XX NOT ASKED

(1) WAS "DRUG ADDICTION" IN 1970

(2) WAS "CYCLAMATE AND FOOD ADDITIVES" IN 1970

(3) ASKED OF "X" HALF OF SAMPLE ONLY IN 1978

000265427

**Q. 6 - WHICH TWO OR THREE THINGS ON LIST PEOPLE ARE PERSONALLY MOST CONCERNED ABOUT AS TO
POSSIBLE EFFECTS ON HEALTH, SAFETY OR WELFARE OF THEMSELVES AND FAMILY
(CARD SHOWN RESPONDENT)**

S M O K E R S**HEAVY SMOKERS****N O N - S M O K E R S**

	TOTAL SMOKERS	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS										
AIR POLLUTION	30%	30%	37%	40%	26%	26%	25%	30%	29%	31%
WATER POLLUTION	25%	25%	28%	28%	25%	26%	20%	25%	27%	24%
SAFETY OF PRESCRIPTION DRUGS AND MEDICINE	17%	17%	17%	20%	16%	16%	16%	18%	18%	17%
USE OF ALCOHOLIC BEVERAGES	12%	9%	5%	10%	10%	10%	12%	14%	10%	15%
CIGARETTE SMOKING	12%	5%	8%	7%	5%	5%	5%	15%	15%	15%
BEING AROUND PEOPLE WHO ARE SMOKING	4%	*%	-%	-%	*%	*%	-%	7%	5%	7%
FOOD ADDITIVES	14%	13%	13%	16%	11%	12%	8%	14%	16%	14%
AUTOMOBILE SAFETY	16%	15%	14%	14%	16%	18%	13%	16%	16%	16%
BEING EXPOSED TO DUST AND FUMES ON THE JOB	6%	9%	13%	10%	8%	8%	8%	5%	5%	5%
USE OF MARIJUANA	12%	13%	14%	11%	14%	15%	12%	11%	11%	11%
NARCOTICS ADDICTION (HEROIN, ETC.)	30%	34%	39%	30%	35%	35%	37%	28%	33%	26%
CRIME IN THE STREETS	49%	48%	45%	41%	51%	49%	57%	49%	49%	49%
NUCLEAR RADIATION	28%	32%	31%	30%	34%	34%	32%	26%	26%	27%
CHEMICAL WASTE DISPOSAL	28%	30%	22%	30%	31%	32%	26%	27%	28%	26%
NONE OF THESE (VOL.)	1%	1%	1%	-%	2%	1%	3%	*%	1%	*%
DON'T KNOW	1%	*%	-%	1%	-%	-%	-%	1%	1%	1%

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0002665428

Q. 6 - WHICH TWO OR THREE THINGS ON LIST PEOPLE ARE PERSONALLY MOST CONCERNED ABOUT AS TO
POSSIBLE EFFECTS ON HEALTH, SAFETY OR WELFARE OF THEMSELVES AND FAMILY
(CARD SHOWN RESPONDENT)

	AGE			SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D	
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%	
AIR POLLUTION	30%	33%	28%	30%	30%	29%	40%	30%	26%	26%	32%	40%	33%	34%	24%	23%	
WATER POLLUTION	25%	27%	24%	28%	23%	25%	32%	22%	22%	24%	29%	25%	24%	27%	27%	21%	
SAFETY OF PRESCRIPTION DRUGS AND MEDICINE	17%	16%	19%	13%	21%	16%	32%	10%	14%	18%	23%	13%	16%	17%	17%	26%	
USE OF ALCOHOLIC BEVERAGES	12%	11%	13%	11%	13%	12%	13%	8%	7%	12%	15%	13%	9%	13%	15%	15%	
CIGARETTE SMOKING	12%	9%	13%	12%	11%	12%	11%	8%	12%	13%	11%	10%	11%	12%	12%	13%	
BEING AROUND PEOPLE WHO ARE SMOKING	4%	5%	4%	3%	5%	5%	2%	4%	4%	4%	5%	5%	3%	5%	6%	4%	
FOOD ADDITIVES	14%	16%	13%	13%	15%	14%	16%	11%	11%	16%	15%	14%	14%	14%	12%	14%	
AUTOMOBILE SAFETY	16%	18%	14%	16%	16%	16%	17%	9%	16%	14%	18%	15%	15%	15%	17%	17%	
BEING EXPOSED TO DUST AND FUMES ON THE JOB	6%	6%	6%	6%	6%	6%	8%	5%	4%	6%	7%	5%	6%	7%	5%	7%	
USE OF MARIJUANA	12%	8%	15%	11%	13%	12%	11%	8%	8%	13%	15%	9%	8%	12%	15%	20%	
NARCOTICS ADDICTION (HEROIN, ETC.)	30%	23%	35%	31%	30%	31%	24%	32%	31%	34%	28%	27%	29%	31%	35%	24%	
CRIME IN THE STREETS	49%	47%	50%	48%	49%	49%	45%	59%	52%	46%	47%	54%	56%	47%	46%	34%	
NUCLEAR RADIATION	28%	35%	24%	26%	30%	28%	32%	33%	32%	28%	25%	30%	33%	26%	24%	28%	
CHEMICAL WASTE DISPOSAL	28%	34%	23%	29%	26%	29%	20%	27%	28%	32%	22%	32%	29%	29%	26%	23%	
NONE OF THESE (VOL.)	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	3%	
DON'T KNOW	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	

Q. 6 - WHICH TWO OR THREE THINGS ON LIST PEOPLE ARE PERSONALLY MOST CONCERNED ABOUT AS TO
POSSIBLE EFFECTS ON HEALTH, SAFETY OR WELFARE OF THEMSELVES AND FAMILY
(CARD SHOWN RESPONDENT)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MOR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
AIR POLLUTION	30%	33%	27%	30%	31%	28%	30%	32%	31%	31%	31%
WATER POLLUTION	25%	30%	24%	23%	25%	24%	26%	25%	25%	22%	23%
SAFETY OF PRESCRIPTION DRUGS AND MEDICINE	17%	21%	17%	19%	14%	18%	18%	16%	13%	17%	17%
USE OF ALCOHOLIC BEVERAGES	12%	13%	11%	12%	12%	11%	12%	13%	12%	11%	12%
CIGARETTE SMOKING	12%	13%	13%	10%	11%	14%	10%	11%	11%	12%	9%
BEING AROUND PEOPLE WHO ARE SMOKING	4%	4%	5%	5%	4%	3%	4%	6%	2%	6%	6%
FOOD ADDITIVES	14%	15%	12%	15%	15%	13%	13%	15%	14%	14%	14%
AUTOMOBILE SAFETY	16%	14%	17%	15%	18%	14%	17%	16%	14%	14%	18%
BEING EXPOSED TO DUST AND FUMES ON THE JOB	6%	6%	7%	7%	4%	7%	8%	4%	8%	6%	4%
USE OF MARIJUANA	12%	15%	11%	11%	10%	15%	14%	7%	11%	10%	10%
NARCOTICS ADDICTION (HEROIN, ETC.)	30%	26%	32%	31%	32%	31%	31%	29%	29%	36%	30%
CRIME IN THE STREETS	49%	46%	49%	49%	51%	48%	47%	51%	48%	54%	53%
NUCLEAR RADIATION	28%	26%	31%	26%	30%	27%	29%	29%	30%	28%	29%
CHEMICAL WASTE DISPOSAL	28%	21%	28%	33%	29%	23%	27%	31%	30%	30%	28%
NONE OF THESE (VOL.)	1%	2%	*%	*%	*%	2%	*%	*%	1%	*%	-%
DON'T KNOW	1%	1%	*%	*%	-%	1%	*%	1%	1%	-%	*%

000265430

Q.7 - WHETHER GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT THE PUBLIC AGAINST CERTAIN HAZARDS OR HAS
ALREADY GONE TOO FAR, OR IS MAKING ABOUT THE RIGHT EFFORT NOW (CARD SHOWN RESPONDENT)

(ASKED OF ALL RESPONDENTS)

NUMBER OF RESPONDENTS	TOTAL						SMOKERS						NON-SMOKERS					
	1982	1980	1978	1976	1974	1972	1982	1980	1978	1976	1974	1972	1982	1980	1978	1976	1974	1972
	2500	2512	2511	2507	2487	1245	812	915	920	937	1011	467	1688	1597	1591	1570	1476	778
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>AIR POLLUTION</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	50	48	53	42	42	47	52	48	52	41	42	46	49	47	53	42	41	48
GOVERNMENT HAS ALREADY GONE TOO FAR	6	7	5	6	6	2	6	9	6	6	7	3	6	7	5	6	5	1
GOVERNMENT IS MAKING THE RIGHT EFFORT	39	39	35	39	41	33	36	39	35	39	40	34	41	39	36	39	41	32
DON'T KNOW/NO ANSWER	5	6	7	14	12	18	6	4	8	13	12	17	5	7	6	14	12	18
<u>WATER POLLUTION</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	57	52	58	45	48	51	60	55	58	44	49	50	56	51	57	46	47	52
GOVERNMENT HAS ALREADY GONE TOO FAR	3	3	2	3	2	2	3	3	2	3	3	3	3	3	2	3	2	1
GOVERNMENT IS MAKING THE RIGHT EFFORT	35	37	33	37	34	29	33	36	33	38	33	29	37	38	34	36	34	29
DON'T KNOW/NO ANSWER	4	7	7	15	15	18	5	6	8	15	14	19	4	8	7	15	17	18
<u>THE SAFETY OF PRESCRIPTION DRUGS AND MEDICINES</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	46	47	49	39	35	36	49	50	49	38	33	39	45	45	49	39	36	34
GOVERNMENT HAS ALREADY GONE TOO FAR	4	4	4	3	2	2	6	4	4	3	3	1	4	4	5	3	1	2
GOVERNMENT IS MAKING THE RIGHT EFFORT	44	42	39	43	47	41	40	41	39	43	47	40	46	43	39	43	46	41
DON'T KNOW/NO ANSWER	5	7	8	15	17	22	5	5	7	15	16	19	5	8	8	15	16	22
<u>USE OF ALCOHOLIC BEVERAGES</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	40	29	34	31	28	25	34	23	27	27	23	21	42	33	38	33	31	27
GOVERNMENT HAS ALREADY GONE TOO FAR	5	5	6	4	4	3	8	8	8	5	5	3	4	4	5	3	3	4
GOVERNMENT IS MAKING THE RIGHT EFFORT	47	55	47	46	46	42	50	60	51	46	50	47	46	52	45	45	43	30
DON'T KNOW/NO ANSWER	8	11	13	19	23	29	8	10	14	21	23	29	7	12	13	19	23	30

NOTE: IN 1972, THIS QUESTION WAS ONLY ASKED OF A HALF SAMPLE

(CONTINUED)

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Q.7 - (CONTINUED)

	TOTAL						SMOKERS						NON-SMOKERS					
	1982	1980	1978	1976	1974	1972	1982	1980	1978	1976	1974	1972	1982	1980	1978	1976	1974	1972
NUMBER OF RESPONDENTS	2500	2512	2511	2507	2487	1245	812	915	920	937	1011	467	1688	1597	1591	1570	1476	778
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>CIGARETTE SMOKING</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	36	28	34	29	24	20	24	17	21	18	15	15	42	35	41	36	30	23
GOVERNMENT HAS ALREADY GONE TOO FAR	7	7	10	6	5	5	12	12	16	9	9	7	4	4	6	4	3	4
GOVERNMENT IS MAKING THE RIGHT EFFORT	51	56	47	49	52	54	58	64	54	55	57	57	48	52	43	45	49	52
DON'T KNOW/NO ANSWER	6	9	9	17	18	21	6	8	9	18	19	22	6	9	9	16	18	21
<u>BEING AROUND PEOPLE WHO ARE SMOKING</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	25	20	25	22	17	XX	14	11	15	9	7	XX	31	26	32	29	24	XX
GOVERNMENT HAS ALREADY GONE TOO FAR	8	9	10	7	5		16	16	16	12	9		5	5	6	4	3	
GOVERNMENT IS MAKING THE RIGHT EFFORT	57	59	49	48	46		59	63	51	54	50		56	56	47	45	43	
DON'T KNOW/NO ANSWER	10	12	16	23	32		11	10	18	25	34		9	13	15	22	31	
<u>FOOD ADDITIVES</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	47	47	53	44	42	37	48	47	51	43	43	39	47	47	54	44	42	37
GOVERNMENT HAS ALREADY GONE TOO FAR	5	7	7	4	3	3	6	8	9	4	4	3	5	6	7	3	3	3
GOVERNMENT IS MAKING THE RIGHT EFFORT	40	37	30	36	35	33	38	39	31	35	33	33	41	37	30	36	36	34
DON'T KNOW/NO ANSWER	8	9	10	17	20	26	8	7	10	18	20	25	7	10	10	16	19	26
<u>AUTOMOBILE SAFETY</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	46	45	44	34	35	37	46	46	43	35	35	38	45	45	44	33	35	37
GOVERNMENT HAS ALREADY GONE TOO FAR	8	9	8	8	7	2	9	10	8	8	8	2	7	8	8	7	5	2
GOVERNMENT IS MAKING THE RIGHT EFFORT	43	40	42	45	44	41	40	38	42	43	43	42	44	41	41	46	45	40
DON'T KNOW/NO ANSWER	4	6	7	13	14	20	4	6	7	14	13	18	4	7	7	13	15	21

XX NOT ASKED

NOTE: IN 1972, THIS QUESTION WAS ONLY ASKED OF A HALF SAMPLE

(CONTINUED)

0002665432

Q.7 - (CONTINUED)

	TOTAL						SMOKERS						NON-SMOKERS					
	1982	1980	1978	1976	1974	1972	1982	1980	1978	1976	1974	1972	1982	1980	1978	1976	1974	1972
NUMBER OF RESPONDENTS	2500	2512	2511	2507	2487	1245	812	915	920	937	1011	467	1688	1597	1591	1570	1476	778
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>BEING EXPOSED TO DUST AND FUMES</u> <u>ON THE JOB (1)</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	46	44	53	36	35	XX	50	47	54	37	36	XX	45	43	52	36	34	XX
GOVERNMENT HAS ALREADY GONE TOO FAR	3	3	2	2	2		4	3	2	3	2		3	2	3	2	1	
GOVERNMENT IS MAKING THE RIGHT EFFORT	40	40	28	38	36		38	40	28	37	35		42	41	28	38	37	
DON'T KNOW/NO ANSWER	10	13	17	23	27		9	11	16	23	28		11	14	18	23	28	
<u>USE OF MARIJUANA</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	56	52	49	43	47	50	52	48	47	40	45	52	57	54	51	45	49	48
GOVERNMENT HAS ALREADY GONE TOO FAR	6	8	9	8	7	6	9	10	10	10	9	6	5	6	8	7	5	5
GOVERNMENT IS MAKING THE RIGHT EFFORT	31	32	32	32	28	23	32	34	31	32	28	21	31	31	32	32	27	24
DON'T KNOW/NO ANSWER	7	9	11	17	18	22	6	8	12	18	17	20	7	9	10	17	18	22
<u>NARCOTICS ADDICTION</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	76	73	76	63	66	72	75	73	75	61	66	74	76	73	76	64	65	71
GOVERNMENT HAS ALREADY GONE TOO FAR	2	2	2	2	2	1	2	3	2	2	2	2	1	2	2	1	1	*
GOVERNMENT IS MAKING THE RIGHT EFFORT	18	18	15	21	20	14	18	18	15	21	19	13	18	17	15	21	20	14
DON'T KNOW/NO ANSWER	5	7	7	15	13	13	5	5	7	16	12	12	4	8	7	14	13	14
<u>CRIME IN THE STREETS</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	81	79	82	67	70	65	81	80	81	66	69	65	81	79	83	68	70	65
GOVERNMENT HAS ALREADY GONE TOO FAR	1	2	1	1	1	1	1	2	1	1	2	1	1	2	1	1	1	1
GOVERNMENT IS MAKING THE RIGHT EFFORT	14	13	10	15	14	15	14	13	11	17	15	15	14	14	10	14	15	14
DON'T KNOW/NO ANSWER	4	6	7	16	15	19	4	5	8	16	14	19	4	6	7	16	15	19

* LESS THAN .5 PERCENT

XX NOT ASKED

NOTE: IN 1972, THIS QUESTION WAS ONLY ASKED OF A HALF SAMPLE

(1) ASKED OF "X" HALF OF SAMPLE ONLY IN 1978

(CONTINUED)

000265433

Q.7 - (CONTINUED)

	TOTAL						SMOKERS						NON-SMOKERS					
	1982	1980	1978	1976	1974	1972	1982	1980	1978	1976	1974	1972	1982	1980	1978	1976	1974	1972
NUMBER OF RESPONDENTS	2500	2512	2511	2507	2487	1245	812	915	920	937	1011	467	1688	1597	1591	1570	1476	778
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>NUCLEAR RADIATION</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	68	62	XX	XX	XX	XX	69	63	XX	XX	XX	XX	67	61	XX	XX	XX	XX
GOVERNMENT HAS ALREADY GONE TOO FAR	3	4					4	4					3	3				
GOVERNMENT IS MAKING THE RIGHT EFFORT	22	25					20	25					23	24				
DON'T KNOW/NO ANSWER	7	10					7	8					7	11				
<u>CHEMICAL WASTE DISPOSAL</u>																		
GOVERNMENT SHOULD TAKE MORE STEPS	78	XX	XX	XX	XX	XX	78	XX	XX	XX	XX	XX	78	XX	XX	XX	XX	XX
GOVERNMENT HAS ALREADY GONE TOO FAR	2						2						1					
GOVERNMENT IS MAKING THE RIGHT EFFORT	14						13						15					
DON'T KNOW/NO ANSWER	6						6						6					

XX NOT ASKED

NOTE: IN 1972, THIS QUESTION WAS ONLY ASKED OF A HALF SAMPLE

0002665434

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	LIGHT	MODER-	TOTAL	40 OR			TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AIR POLLUTION										

GOVERNMENT SHOULD TAKE MORE STEPS	50%	52%	59%	59%	49%	51%	42%	49%	46%	51%
GOVERNMENT HAS ALREADY GONE TOO FAR	6%	6%	6%	5%	6%	6%	8%	6%	6%	6%
GOVERNMENT IS MAKING THE RIGHT EFFORT	39%	36%	31%	28%	40%	38%	47%	41%	44%	39%
DON'T KNOW	5%	6%	5%	9%	5%	5%	3%	5%	5%	5%
WATER POLLUTION										

GOVERNMENT SHOULD TAKE MORE STEPS	57%	60%	68%	61%	58%	60%	52%	56%	54%	58%
GOVERNMENT HAS ALREADY GONE TOO FAR	3%	3%	5%	4%	3%	2%	3%	3%	3%	3%
GOVERNMENT IS MAKING THE RIGHT EFFORT	35%	33%	21%	30%	36%	35%	41%	37%	39%	35%
DON'T KNOW	4%	5%	7%	6%	4%	4%	3%	4%	4%	4%

0002665435

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

S M O K E R S**HEAVY SMOKERS****N O N - S M O K E R S**

	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED	
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
SAFETY OF PRESCRIPTION DRUGS AND MEDICINE -----										
GOVERNMENT SHOULD TAKE MORE STEPS	46%	49%	47%	52%	47%	46%	50%	45%	41%	47%
GOVERNMENT HAS ALREADY GONE TOO FAR	4%	6%	5%	6%	6%	7%	5%	4%	4%	4%
GOVERNMENT IS MAKING THE RIGHT EFFORT	44%	40%	43%	35%	42%	43%	40%	46%	48%	45%
DON'T KNOW	5%	5%	6%	7%	5%	5%	5%	5%	7%	5%
USE OF ALCOHOLIC BEVERAGES -----										
GOVERNMENT SHOULD TAKE MORE STEPS	40%	34%	30%	37%	32%	32%	35%	42%	38%	45%
GOVERNMENT HAS ALREADY GONE TOO FAR	5%	8%	6%	8%	8%	8%	8%	4%	4%	4%
GOVERNMENT IS MAKING THE RIGHT EFFORT	47%	50%	53%	43%	53%	52%	54%	46%	50%	44%
DON'T KNOW	8%	8%	11%	12%	7%	8%	3%	7%	8%	7%

0002665436

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	LIGHT	MODER-	TOTAL		40 OR		TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CIGARETTE SMOKING										

GOVERNMENT SHOULD TAKE MORE STEPS	36%	24%	25%	29%	21%	22%	18%	42%	37%	45%
GOVERNMENT HAS ALREADY GONE TOO FAR	7%	12%	11%	11%	13%	12%	17%	4%	5%	3%
GOVERNMENT IS MAKING THE RIGHT EFFORT	51%	58%	56%	50%	62%	62%	61%	48%	53%	46%
DON'T KNOW	6%	6%	7%	9%	4%	4%	5%	6%	6%	6%
BEING AROUND PEOPLE WHO ARE SMOKING										

GOVERNMENT SHOULD TAKE MORE STEPS	25%	14%	17%	15%	13%	13%	13%	31%	25%	34%
GOVERNMENT HAS ALREADY GONE TOO FAR	8%	16%	11%	15%	17%	17%	17%	5%	6%	4%
GOVERNMENT IS MAKING THE RIGHT EFFORT	57%	59%	61%	57%	60%	60%	62%	56%	62%	52%
DON'T KNOW	10%	11%	10%	14%	10%	11%	8%	9%	8%	9%

000265437

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
				MODER- ATE SMOKERS	T O T A L H E A V Y S M O K E R S			T O T A L N O N - S M O K E R S		
	TOTAL SMOKERS	LIGHT SMOKERS			20 - 39	40 OR MORE		SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
FOOD ADDITIVES										
GOVERNMENT SHOULD TAKE MORE STEPS	47%	48%	59%	53%	43%	43%	43%	47%	46%	47%
GOVERNMENT HAS ALREADY GONE TOO FAR	5%	6%	6%	4%	6%	7%	6%	5%	5%	5%
GOVERNMENT IS MAKING THE RIGHT EFFORT	40%	38%	30%	31%	43%	43%	42%	41%	41%	42%
DON'T KNOW	8%	8%	6%	12%	8%	7%	9%	7%	8%	7%
AUTOMOBILE SAFETY										
GOVERNMENT SHOULD TAKE MORE STEPS	46%	46%	52%	51%	44%	44%	42%	45%	41%	48%
GOVERNMENT HAS ALREADY GONE TOO FAR	8%	9%	5%	6%	12%	10%	17%	7%	7%	7%
GOVERNMENT IS MAKING THE RIGHT EFFORT	43%	40%	39%	37%	42%	43%	37%	44%	49%	41%
DON'T KNOW	4%	4%	5%	6%	3%	3%	3%	4%	3%	4%

0002665438

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	S M O K E R S							N O N - S M O K E R S		
					H E A V Y S M O K E R S					
	TOTAL	LIGHT	MODER-	TOTAL	20 - 39	40 OR	TOTAL	EX-	NEVER	
	SMOKERS	SMOKERS	ATE	HEAVY		MORE	NON-	SMOKERS	SMOKED	
	SMOKERS	SMOKERS	SMOKERS	SMOKERS			SMOKERS	SMOKERS	SMOKED	
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BEING EXPOSED TO DUST AND FUMES ON THE JOB										
GOVERNMENT SHOULD TAKE MORE STEPS	46%	50%	56%	57%	46%	46%	45%	45%	41%	47%
GOVERNMENT HAS ALREADY GONE TOO FAR	3%	4%	2%	2%	4%	4%	5%	3%	3%	3%
GOVERNMENT IS MAKING THE RIGHT EFFORT	40%	38%	28%	32%	42%	42%	40%	42%	45%	40%
DON'T KNOW	10%	9%	14%	9%	8%	8%	10%	11%	11%	11%
USE OF MARIJUANA										
GOVERNMENT SHOULD TAKE MORE STEPS	56%	52%	51%	53%	52%	52%	51%	57%	55%	59%
GOVERNMENT HAS ALREADY GONE TOO FAR	6%	9%	8%	11%	8%	9%	8%	5%	6%	5%
GOVERNMENT IS MAKING THE RIGHT EFFORT	31%	32%	29%	26%	35%	35%	35%	31%	32%	30%
DON'T KNOW	7%	6%	13%	10%	4%	4%	6%	7%	7%	7%

000265439

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	S M O K E R S										N O N - S M O K E R S		
	H E A V Y S M O K E R S												
	M O D E R - A T E										T O T A L		
	TOTAL	TOTAL	LIGHT	MODERATE	TOTAL	20 - 39	40 OR	TOTAL	EX-	NEVER			
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKED			
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
NARCOTICS ADDICTION (HEROIN, ETC.)													
GOVERNMENT SHOULD TAKE MORE STEPS	76%	75%	72%	76%	75%	75%	77%	76%	75%	77%			
GOVERNMENT HAS ALREADY GONE TOO FAR	2%	2%	1%	3%	2%	2%	1%	1%	2%	1%			
GOVERNMENT IS MAKING THE RIGHT EFFORT	18%	18%	20%	15%	19%	20%	18%	18%	20%	17%			
DON'T KNOW	5%	5%	7%	7%	4%	4%	5%	4%	4%	5%			
CRIME IN THE STREETS													
GOVERNMENT SHOULD TAKE MORE STEPS	81%	81%	79%	81%	80%	81%	77%	81%	78%	84%			
GOVERNMENT HAS ALREADY GONE TOO FAR	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%			
GOVERNMENT IS MAKING THE RIGHT EFFORT	14%	14%	10%	13%	15%	14%	18%	14%	17%	12%			
DON'T KNOW	4%	4%	8%	5%	4%	4%	3%	4%	5%	4%			

000265440

**Q.7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
	HEAVY SMOKERS									
	-----							-----		
	TOTAL	LIGHT	MODER-	TOTAL		40 OR		TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NUCLEAR RADIATION										

GOVERNMENT SHOULD TAKE MORE STEPS	68%	69%	68%	70%	68%	68%	65%	67%	64%	69%
GOVERNMENT HAS ALREADY GONE TOO FAR	3%	4%	5%	4%	4%	4%	6%	3%	3%	2%
GOVERNMENT IS MAKING THE RIGHT EFFORT	22%	20%	16%	17%	22%	22%	22%	23%	25%	21%
DON'T KNOW	7%	7%	11%	9%	6%	6%	8%	7%	8%	7%
CHEMICAL WASTE DISPOSAL										

GOVERNMENT SHOULD TAKE MORE STEPS	78%	78%	79%	78%	78%	80%	74%	78%	76%	78%
GOVERNMENT HAS ALREADY GONE TOO FAR	2%	2%	1%	2%	3%	3%	3%	1%	2%	1%
GOVERNMENT IS MAKING THE RIGHT EFFORT	14%	13%	11%	13%	13%	13%	15%	15%	16%	14%
DON'T KNOW	6%	6%	8%	8%	6%	5%	8%	6%	6%	6%

000265441

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	AGE		SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AIR POLLUTION																
GOVERNMENT SHOULD TAKE MORE STEPS	50%	59%	44%	49%	51%	48%	61%	71%	53%	46%	47%	57%	58%	49%	42%	41%
GOVERNMENT HAS ALREADY GONE TOO FAR	6%	4%	7%	8%	4%	6%	3%	2%	6%	6%	5%	7%	5%	6%	7%	5%
GOVERNMENT IS MAKING THE RIGHT EFFORT	39%	33%	44%	39%	39%	42%	27%	25%	36%	44%	40%	35%	32%	41%	46%	46%
DON'T KNOW	5%	4%	6%	4%	6%	4%	10%	3%	5%	4%	8%	1%	4%	4%	6%	8%
WATER POLLUTION																
GOVERNMENT SHOULD TAKE MORE STEPS	57%	65%	52%	57%	58%	56%	63%	71%	59%	56%	55%	61%	64%	57%	50%	50%
GOVERNMENT HAS ALREADY GONE TOO FAR	3%	3%	3%	4%	2%	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	4%
GOVERNMENT IS MAKING THE RIGHT EFFORT	35%	29%	40%	35%	35%	37%	24%	26%	34%	39%	35%	34%	30%	36%	43%	37%
DON'T KNOW	4%	3%	5%	4%	5%	4%	11%	2%	5%	2%	7%	2%	4%	3%	5%	9%

000265442

**Q.7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SAFETY OF PRESCRIPTION DRUGS AND MEDICINE																

GOVERNMENT SHOULD TAKE MORE STEPS	46%	46%	47%	43%	49%	43%	69%	48%	54%	43%	48%	39%	50%	44%	39%	57%
GOVERNMENT HAS ALREADY GONE TOO FAR	4%	5%	4%	5%	4%	5%	1%	4%	3%	4%	4%	8%	4%	6%	5%	2%
GOVERNMENT IS MAKING THE RIGHT EFFORT	44%	44%	44%	46%	42%	47%	23%	44%	39%	49%	40%	51%	42%	47%	49%	31%
DON'T KNOW	5%	5%	5%	5%	5%	5%	8%	4%	5%	4%	9%	2%	5%	3%	7%	10%
USE OF ALCOHOLIC BEVERAGES																

GOVERNMENT SHOULD TAKE MORE STEPS	40%	39%	40%	37%	42%	39%	44%	32%	39%	39%	44%	33%	39%	38%	37%	54%
GOVERNMENT HAS ALREADY GONE TOO FAR	5%	6%	5%	7%	4%	5%	6%	7%	5%	5%	5%	7%	6%	5%	5%	3%
GOVERNMENT IS MAKING THE RIGHT EFFORT	47%	48%	46%	50%	45%	48%	36%	57%	49%	49%	40%	55%	46%	51%	51%	33%
DON'T KNOW	8%	6%	9%	7%	9%	7%	14%	3%	7%	7%	11%	4%	9%	6%	7%	10%

0002665443

**Q.7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CIGARETTE SMOKING																

GOVERNMENT SHOULD TAKE MORE STEPS	36%	36%	36%	34%	39%	36%	37%	35%	43%	36%	35%	32%	37%	38%	31%	44%
GOVERNMENT HAS ALREADY GONE TOO FAR	7%	7%	6%	8%	5%	7%	7%	9%	5%	5%	8%	9%	7%	7%	6%	6%
GOVERNMENT IS MAKING THE RIGHT EFFORT	51%	52%	51%	53%	50%	52%	44%	49%	47%	54%	48%	57%	50%	53%	57%	39%
DON'T KNOW	6%	4%	7%	5%	6%	5%	11%	8%	5%	4%	9%	3%	6%	3%	7%	10%
BEING AROUND PEOPLE WHO ARE SMOKING																

GOVERNMENT SHOULD TAKE MORE STEPS	25%	26%	25%	24%	27%	26%	23%	26%	31%	25%	23%	21%	28%	25%	20%	32%
GOVERNMENT HAS ALREADY GONE TOO FAR	8%	9%	8%	9%	7%	8%	9%	8%	5%	7%	9%	12%	8%	9%	8%	6%
GOVERNMENT IS MAKING THE RIGHT EFFORT	57%	57%	57%	58%	56%	58%	51%	59%	56%	58%	53%	61%	54%	58%	63%	47%
DON'T KNOW	10%	9%	10%	9%	10%	9%	17%	8%	7%	9%	14%	5%	10%	8%	9%	16%

0002665444

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FOOD ADDITIVES																

GOVERNMENT SHOULD TAKE MORE STEPS	47%	50%	45%	44%	50%	46%	57%	41%	51%	49%	42%	48%	55%	43%	36%	54%
GOVERNMENT HAS ALREADY GONE TOO FAR	5%	4%	6%	5%	5%	5%	3%	7%	5%	4%	5%	7%	4%	5%	7%	5%
GOVERNMENT IS MAKING THE RIGHT EFFORT	40%	39%	42%	43%	38%	43%	27%	35%	33%	42%	44%	41%	32%	47%	49%	28%
DON'T KNOW	8%	7%	8%	8%	7%	6%	13%	17%	11%	4%	10%	4%	8%	5%	8%	12%
AUTOMOBILE SAFETY																

GOVERNMENT SHOULD TAKE MORE STEPS	46%	50%	43%	44%	47%	44%	58%	53%	53%	41%	44%	46%	54%	41%	39%	47%
GOVERNMENT HAS ALREADY GONE TOO FAR	8%	7%	8%	10%	6%	8%	3%	1%	6%	10%	7%	7%	7%	9%	6%	8%
GOVERNMENT IS MAKING THE RIGHT EFFORT	43%	40%	45%	43%	43%	45%	35%	41%	37%	46%	43%	46%	36%	47%	50%	42%
DON'T KNOW	4%	4%	4%	3%	4%	4%	4%	5%	4%	2%	6%	1%	4%	3%	6%	3%

000265445

**Q.7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BEING EXPOSED TO DUST AND FUMES ON THE JOB																
GOVERNMENT SHOULD TAKE MORE STEPS	46%	53%	42%	45%	48%	44%	60%	55%	48%	48%	46%	42%	51%	47%	35%	51%
GOVERNMENT HAS ALREADY GONE TOO FAR	3%	2%	4%	4%	2%	3%	2%	1%	3%	2%	3%	3%	3%	4%	2%	2%
GOVERNMENT IS MAKING THE RIGHT EFFORT	40%	36%	44%	42%	38%	43%	23%	38%	38%	42%	37%	46%	34%	41%	52%	35%
DON'T KNOW	10%	9%	11%	9%	12%	10%	15%	7%	10%	8%	13%	9%	11%	8%	11%	12%
USE OF MARIJUANA																
GOVERNMENT SHOULD TAKE MORE STEPS	56%	49%	60%	54%	57%	55%	59%	46%	59%	54%	57%	50%	52%	58%	51%	73%
GOVERNMENT HAS ALREADY GONE TOO FAR	6%	10%	4%	8%	5%	6%	6%	6%	5%	6%	5%	10%	7%	8%	5%	2%
GOVERNMENT IS MAKING THE RIGHT EFFORT	31%	35%	28%	32%	30%	32%	22%	41%	29%	34%	28%	36%	32%	30%	37%	19%
DON'T KNOW	7%	6%	8%	7%	7%	6%	13%	7%	6%	6%	10%	4%	8%	5%	8%	6%

000265446

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NARCOTICS ADDICTION (HEROIN, ETC.)																
GOVERNMENT SHOULD TAKE MORE STEPS	76%	75%	77%	76%	76%	75%	81%	78%	80%	72%	75%	78%	78%	77%	71%	77%
GOVERNMENT HAS ALREADY GONE TOO FAR	2%	2%	1%	2%	1%	2%	1%	3%	1%	2%	1%	3%	2%	2%	4%	1%
GOVERNMENT IS MAKING THE RIGHT EFFORT	18%	18%	18%	17%	19%	19%	12%	16%	15%	22%	17%	17%	16%	17%	23%	16%
DON'T KNOW	5%	5%	5%	5%	4%	4%	6%	3%	3%	4%	7%	3%	4%	4%	6%	6%
CRIME IN THE STREETS																
GOVERNMENT SHOULD TAKE MORE STEPS	81%	82%	81%	79%	83%	80%	85%	86%	87%	77%	79%	83%	84%	82%	75%	81%
GOVERNMENT HAS ALREADY GONE TOO FAR	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
GOVERNMENT IS MAKING THE RIGHT EFFORT	14%	13%	14%	15%	12%	15%	8%	11%	9%	18%	15%	13%	10%	14%	20%	13%
DON'T KNOW	4%	4%	4%	4%	4%	4%	6%	2%	3%	4%	6%	3%	5%	3%	4%	5%

0002665447

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NUCLEAR RADIATION																
GOVERNMENT SHOULD TAKE MORE STEPS	68%	73%	64%	64%	71%	66%	78%	81%	74%	69%	64%	65%	73%	65%	61%	70%
GOVERNMENT HAS ALREADY GONE TOO FAR	3%	3%	3%	5%	2%	3%	2%	2%	2%	3%	3%	6%	3%	3%	2%	4%
GOVERNMENT IS MAKING THE RIGHT EFFORT	22%	18%	24%	25%	18%	23%	11%	14%	19%	21%	22%	26%	17%	26%	27%	13%
DON'T KNOW	7%	5%	9%	6%	9%	7%	9%	3%	5%	7%	11%	4%	6%	6%	9%	12%
CHEMICAL WASTE DISPOSAL																
GOVERNMENT SHOULD TAKE MORE STEPS	78%	83%	74%	77%	78%	78%	74%	76%	80%	80%	75%	76%	81%	78%	73%	74%
GOVERNMENT HAS ALREADY GONE TOO FAR	2%	1%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%
GOVERNMENT IS MAKING THE RIGHT EFFORT	14%	11%	16%	15%	13%	14%	12%	20%	12%	13%	14%	17%	12%	15%	18%	12%
DON'T KNOW	6%	5%	7%	5%	8%	6%	11%	3%	6%	5%	9%	4%	5%	5%	7%	12%

8445992000

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	INCOME					FORMAL EDUCATION			OCCUPATION		
	10M	20M	30M	NON	HIGH				BLUE	WHITE	PROF.
TOTAL	UNDER 10M	UNDER 20M	UNDER 30M	AND OVER	H-S GRAD	SCHOD GRAD	COLLEG		COLLA	COLLA	& MGR
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AIR POLLUTION											

GOVERNMENT SHOULD TAKE MORE STEPS	50%	55%	51%	47%	49%	51%	50%	50%	56%	52%	46%
GOVERNMENT HAS ALREADY GONE TOO FAR	6%	3%	5%	7%	7%	4%	5%	7%	5%	4%	10%
GOVERNMENT IS MAKING THE RIGHT EFFORT	39%	35%	39%	42%	41%	37%	41%	40%	34%	41%	41%
DON'T KNOW	5%	7%	5%	4%	3%	7%	4%	4%	5%	3%	4%
WATER POLLUTION											

GOVERNMENT SHOULD TAKE MORE STEPS	57%	58%	56%	56%	59%	56%	57%	59%	64%	60%	54%
GOVERNMENT HAS ALREADY GONE TOO FAR	3%	3%	3%	3%	3%	3%	3%	4%	2%	2%	7%
GOVERNMENT IS MAKING THE RIGHT EFFORT	35%	33%	36%	37%	34%	35%	37%	34%	30%	36%	36%
DON'T KNOW	4%	6%	4%	4%	3%	7%	3%	4%	4%	2%	3%

000265449

**Q.7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	10M 20M 20M	20M 30M 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
SAFETY OF PRESCRIPTION DRUGS AND MEDICINE											
GOVERNMENT SHOULD TAKE MORE STEPS	46%	57%	45%	45%	39%	53%	47%	41%	48%	47%	39%
GOVERNMENT HAS ALREADY GONE TOO FAR	4%	3%	4%	4%	5%	4%	4%	5%	4%	4%	7%
GOVERNMENT IS MAKING THE RIGHT EFFORT	44%	33%	45%	46%	52%	35%	46%	48%	42%	45%	49%
DON'T KNOW	5%	7%	6%	5%	3%	8%	4%	5%	5%	5%	5%
USE OF ALCOHOLIC BEVERAGES											
GOVERNMENT SHOULD TAKE MORE STEPS	40%	43%	37%	39%	39%	42%	40%	37%	38%	41%	34%
GOVERNMENT HAS ALREADY GONE TOO FAR	5%	5%	6%	5%	6%	6%	5%	5%	7%	4%	7%
GOVERNMENT IS MAKING THE RIGHT EFFORT	47%	42%	48%	50%	50%	43%	47%	50%	46%	50%	53%
DON'T KNOW	8%	10%	9%	7%	5%	9%	7%	7%	9%	5%	6%

0002665450

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	INCOME					FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M	10M	20M	20M	30M	NON	HIGH		BLUE	WHITE	PROF.
		10M	UNDER	UNDER	UNDER	AND	H-S	SCHOO		COLLA	COLLA	& MGR
	2500	550	693	623	614	663	GRAD	GRAD	COLLEQ	COLLA	COLLA	& MGR
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CIGARETTE SMOKING												

GOVERNMENT SHOULD TAKE MORE STEPS	36%	39%	32%	34%	41%	35%	37%	37%	37%	34%	36%	37%
GOVERNMENT HAS ALREADY GONE TOO FAR	7%	6%	7%	6%	7%	6%	7%	7%	7%	7%	6%	8%
GOVERNMENT IS MAKING THE RIGHT EFFORT	51%	46%	55%	55%	49%	50%	52%	52%	52%	53%	53%	51%
DON'T KNOW	6%	9%	6%	5%	3%	8%	5%	4%	4%	6%	5%	4%
BEING AROUND PEOPLE WHO ARE SMOKING												

GOVERNMENT SHOULD TAKE MORE STEPS	25%	29%	23%	23%	27%	26%	24%	27%	27%	24%	25%	24%
GOVERNMENT HAS ALREADY GONE TOO FAR	8%	5%	9%	9%	9%	6%	9%	9%	9%	9%	9%	11%
GOVERNMENT IS MAKING THE RIGHT EFFORT	57%	52%	60%	60%	54%	57%	59%	55%	55%	57%	58%	55%
DON'T KNOW	10%	13%	8%	8%	9%	11%	8%	10%	9%	9%	7%	9%

000265451

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	INCOME					FORMAL EDUCATION			OCCUPATION		
	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLAR	WHITE COLLAR	PROF. & MGR	
TOTAL	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FOOD ADDITIVES											
GOVERNMENT SHOULD TAKE MORE STEPS	47%	53%	40%	47%	50%	45%	45%	50%	48%	49%	46%
GOVERNMENT HAS ALREADY GONE TOO FAR	5%	3%	6%	5%	6%	5%	5%	5%	4%	6%	7%
GOVERNMENT IS MAKING THE RIGHT EFFORT	40%	34%	45%	42%	40%	38%	42%	41%	39%	40%	44%
DON'T KNOW	8%	11%	10%	6%	4%	12%	7%	5%	9%	6%	3%
AUTOMOBILE SAFETY											
GOVERNMENT SHOULD TAKE MORE STEPS	46%	49%	43%	44%	47%	47%	46%	45%	46%	48%	44%
GOVERNMENT HAS ALREADY GONE TOO FAR	8%	5%	8%	8%	9%	6%	7%	10%	7%	9%	11%
GOVERNMENT IS MAKING THE RIGHT EFFORT	43%	40%	46%	45%	41%	43%	43%	42%	44%	39%	43%
DON'T KNOW	4%	5%	4%	4%	3%	4%	4%	3%	4%	4%	2%

0002665452

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEO	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BEING EXPOSED TO DUST AND FUMES ON THE JOB											
GOVERNMENT SHOULD TAKE MORE STEPS	46%	53%	44%	44%	45%	48%	47%	44%	51%	43%	41%
GOVERNMENT HAS ALREADY GONE TOO FAR	3%	1%	3%	3%	5%	2%	3%	4%	2%	3%	5%
GOVERNMENT IS MAKING THE RIGHT EFFORT	40%	34%	42%	44%	41%	37%	41%	41%	38%	44%	43%
DON'T KNOW	10%	12%	12%	9%	9%	13%	8%	11%	9%	11%	11%
USE OF MARIJUANA											
GOVERNMENT SHOULD TAKE MORE STEPS	56%	60%	54%	55%	54%	63%	57%	49%	54%	54%	51%
GOVERNMENT HAS ALREADY GONE TOO FAR	6%	5%	6%	5%	9%	4%	5%	10%	6%	7%	8%
GOVERNMENT IS MAKING THE RIGHT EFFORT	31%	27%	33%	33%	32%	26%	32%	34%	34%	33%	35%
DON'T KNOW	7%	8%	7%	6%	6%	8%	6%	7%	7%	6%	7%

0002665453

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MOR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
NARCOTICS ADDICTION (HEROIN, ETC.)											
GOVERNMENT SHOULD TAKE MORE STEPS	76%	74%	73%	76%	81%	79%	74%	76%	77%	77%	73%
GOVERNMENT HAS ALREADY GONE TOO FAR	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%
GOVERNMENT IS MAKING THE RIGHT EFFORT	18%	18%	20%	19%	14%	15%	21%	18%	17%	17%	20%
DON'T KNOW	5%	6%	5%	4%	3%	5%	4%	4%	5%	4%	5%
CRIME IN THE STREETS											
GOVERNMENT SHOULD TAKE MORE STEPS	81%	79%	80%	82%	84%	81%	79%	83%	81%	81%	84%
GOVERNMENT HAS ALREADY GONE TOO FAR	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
GOVERNMENT IS MAKING THE RIGHT EFFORT	14%	15%	14%	13%	12%	13%	15%	13%	14%	15%	11%
DON'T KNOW	4%	5%	5%	3%	2%	5%	4%	4%	4%	4%	3%

0002665454

**Q. 7 - WHETHER FEDERAL GOVERNMENT SHOULD TAKE MORE STEPS TO PROTECT PUBLIC AGAINST CERTAIN HAZARDS
OR HAS ALREADY GONE TOO FAR OR IS MAKING ABOUT THE RIGHT EFFORT NOW
(CARD SHOWN RESPONDENT)**

	INCOME				FORMAL EDUCATION			OCCUPATION			
	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MGR	
TOTAL	550	693	623	614	663	897	940	674	416	428	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NUCLEAR RADIATION											
GOVERNMENT SHOULD TAKE MORE STEPS	68%	72%	69%	65%	66%	71%	68%	65%	72%	65%	62%
GOVERNMENT HAS ALREADY GONE TOO FAR	3%	2%	2%	5%	4%	2%	4%	4%	2%	4%	7%
GOVERNMENT IS MAKING THE RIGHT EFFORT	22%	16%	21%	24%	25%	17%	22%	25%	20%	25%	25%
DON'T KNOW	7%	11%	8%	6%	4%	10%	7%	6%	6%	6%	6%
CHEMICAL WASTE DISPOSAL											
GOVERNMENT SHOULD TAKE MORE STEPS	78%	75%	77%	78%	81%	75%	77%	81%	78%	79%	79%
GOVERNMENT HAS ALREADY GONE TOO FAR	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%	3%
GOVERNMENT IS MAKING THE RIGHT EFFORT	14%	14%	15%	14%	13%	15%	15%	13%	14%	15%	15%
DON'T KNOW	6%	10%	7%	5%	3%	9%	6%	5%	5%	4%	3%

0002665455

Q.8 - FOR EACH OF VARIOUS THINGS THAT MAY BE DANGEROUS TO USERS, WHETHER PRODUCT SHOULD BE BANNED, OR SOLD WITH WARNING LABEL, OR SOLD WITHOUT WARNING LABEL

	TOTAL		SMOKERS		NON-SMOKERS	
	1982	1978	1982	1978	1982	1978
NUMBER OF RESPONDENTS	2500	2511	812	920	1688	1591
	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%
<u>AUTOMOBILES</u>						
BAN THE PRODUCT	2	1	2	1	2	1
WARNING LABEL	37	38	38	40	37	37
NO LABEL	56	56	56	53	57	57
DON'T KNOW/NO ANSWER	4	5	4	5	5	5
<u>ALCOHOLIC BEVERAGES</u>						
BAN THE PRODUCT	6	5	3	5	7	6
WARNING LABEL	69	73	67	72	69	74
NO LABEL	23	19	27	21	22	18
DON'T KNOW/NO ANSWER	2	3	3	3	2	3
<u>MICROWAVE OVENS</u>						
BAN THE PRODUCT	2	3	2	4	2	3
WARNING LABEL	77	78	79	81	77	77
NO LABEL	13	9	13	8	13	9
DON'T KNOW/NO ANSWER	8	9	7	7	8	11
<u>HAIR DYES</u>						
BAN THE PRODUCT	4	9	3	10	4	8
WARNING LABEL	73	74	75	75	73	74
NO LABEL	11	8	12	8	11	7
DON'T KNOW/NO ANSWER	11	9	10	7	12	10
<u>SACCHARIN</u>						
BAN THE PRODUCT	7	7	7	7	8	7
WARNING LABEL	72	70	72	70	72	70
NO LABEL	14	14	15	15	14	14
DON'T KNOW/NO ANSWER	6	8	6	8	6	8
<u>CIGARETTES</u>						
BAN THE PRODUCT	11	12	5	5	14	16
WARNING LABEL	81	82	84	87	79	79
NO LABEL	7	4	10	6	5	4
DON'T KNOW/NO ANSWER	1	2	1	2	1	2

0002665456

0002665457

TOTAL RESPONDENTS									
2500	812	87	200	520	400	120	1688	599	1088
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AUTOMOBILES									
BAN THE PRODUCT	WARNING LABEL	NO LABEL	DON'T KNOW						
2%	37%	36%	4%	3%	1%	2%	3%	2%	2%
3%	48%	44%	5%	4%	2%	3%	5%	4%	5%
BAN THE PRODUCT	WARNING LABEL	NO LABEL	DON'T KNOW						
6%	69%	67%	6%	3%	5%	3%	7%	5%	8%
3%	76%	72%	3%	3%	3%	3%	3%	3%	3%
64%	64%	64%	31%	30%	32%	63%	69%	68%	70%
23%	27%	21%	20%	31%	30%	32%	22%	26%	19%
2%	3%	-%	3%	3%	3%	2%	2%	2%	2%
MICROWAVE OVENS									
BAN THE PRODUCT	WARNING LABEL	NO LABEL	DON'T KNOW						
2%	77%	13%	8%	3%	2%	1%	2%	2%	2%
3%	82%	9%	6%	2%	2%	2%	2%	2%	2%
80%	78%	14%	8%	7%	13%	17%	13%	13%	12%
1%	78%	78%	7%	3%	6%	6%	8%	9%	8%
2%	77%	13%	8%	3%	2%	1%	2%	2%	2%
BAN THE PRODUCT	WARNING LABEL	NO LABEL	DON'T KNOW						

Q. 8 - FOR EACH OF VARIOUS THINGS THAT MAY BE DANGEROUS TO USERS, WHETHER PRODUCT SHOULD BE BANNED, OR SOLD WITH WARNING LABEL, OR SOLD WITHOUT WARNING LABEL

Q. 8 - FOR EACH OF VARIOUS THINGS THAT MAY BE DANGEROUS TO USERS, WHETHER PRODUCT SHOULD BE BANNED,
OR SOLD WITH WARNING LABEL, OR SOLD WITHOUT WARNING LABEL

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE		TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
HAIR DYES										
BAN THE PRODUCT	4%	3%	5%	6%	2%	2%	3%	4%	3%	5%
WARNING LABEL	73%	75%	75%	73%	75%	76%	71%	73%	72%	73%
NO LABEL	11%	12%	10%	9%	13%	12%	18%	11%	11%	11%
DON'T KNOW	11%	10%	10%	13%	10%	10%	9%	12%	14%	11%
SACCHARIN										
BAN THE PRODUCT	7%	7%	10%	7%	6%	7%	4%	8%	8%	8%
WARNING LABEL	72%	72%	75%	76%	70%	70%	70%	72%	68%	74%
NO LABEL	14%	15%	10%	11%	18%	17%	21%	14%	17%	12%
DON'T KNOW	6%	6%	5%	6%	6%	7%	5%	6%	7%	6%
CIGARETTES										
BAN THE PRODUCT	11%	5%	6%	6%	4%	5%	4%	14%	12%	16%
WARNING LABEL	81%	84%	87%	87%	82%	83%	79%	79%	79%	79%
NO LABEL	7%	10%	7%	6%	12%	11%	17%	5%	7%	4%
DON'T KNOW	1%	1%	-%	2%	1%	2%	-%	1%	2%	1%

0002665458

Q. 8 - FOR EACH OF VARIOUS THINGS THAT MAY BE DANGEROUS TO USERS, WHETHER PRODUCT SHOULD BE BANNED,
OR SOLD WITH WARNING LABEL, OR SOLD WITHOUT WARNING LABEL

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AUTOMOBILES																
BAN THE PRODUCT	2%	2%	2%	1%	2%	2%	3%	2%	2%	4%	1%	4%	2%	2%	1%	1%
WARNING LABEL	37%	39%	36%	35%	40%	35%	54%	55%	32%	37%	44%	32%	38%	34%	37%	45%
NO LABEL	56%	56%	57%	61%	53%	59%	36%	33%	58%	56%	50%	66%	53%	61%	59%	49%
DON'T KNOW	4%	4%	5%	3%	5%	4%	8%	10%	8%	2%	5%	1%	7%	2%	3%	5%
ALCOHOLIC BEVERAGES																
BAN THE PRODUCT	6%	4%	7%	4%	7%	5%	11%	3%	4%	4%	8%	6%	4%	5%	5%	13%
WARNING LABEL	69%	72%	67%	67%	71%	69%	69%	69%	67%	71%	70%	64%	67%	69%	69%	70%
NO LABEL	23%	22%	24%	27%	20%	24%	17%	21%	24%	23%	20%	29%	24%	24%	23%	15%
DON'T KNOW	2%	2%	2%	2%	2%	2%	4%	8%	4%	1%	2%	1%	4%	1%	2%	2%
MICROWAVE OVENS																
BAN THE PRODUCT	2%	2%	2%	2%	2%	2%	3%	2%	4%	2%	1%	2%	2%	2%	1%	2%
WARNING LABEL	77%	82%	74%	76%	79%	78%	76%	76%	73%	80%	78%	78%	73%	81%	79%	79%
NO LABEL	13%	11%	13%	15%	11%	13%	7%	5%	10%	13%	11%	17%	14%	10%	14%	10%
DON'T KNOW	8%	5%	10%	8%	8%	7%	14%	17%	14%	4%	9%	4%	10%	6%	6%	9%

000265459

Q. 8 - FOR EACH OF VARIOUS THINGS THAT MAY BE DANGEROUS TO USERS, WHETHER PRODUCT SHOULD BE BANNED, OR SOLD WITH WARNING LABEL, OR SOLD WITHOUT WARNING LABEL

	AGE		SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS																
HAIR DYES																
BAN THE PRODUCT	4%	4%	4%	4%	4%	3%	8%	4%	5%	5%	4%	2%	4%	4%	4%	6%
WARNING LABEL	73%	74%	73%	67%	79%	74%	73%	74%	72%	75%	72%	76%	73%	74%	73%	71%
NO LABEL	11%	13%	10%	14%	9%	12%	7%	7%	9%	12%	11%	13%	10%	13%	12%	8%
DON'T KNOW	11%	9%	13%	15%	8%	11%	13%	15%	14%	9%	13%	8%	12%	9%	11%	14%
SACCHARIN																
BAN THE PRODUCT	7%	9%	6%	7%	8%	7%	11%	8%	9%	8%	6%	6%	8%	8%	4%	9%
WARNING LABEL	72%	75%	70%	69%	75%	72%	75%	73%	71%	72%	74%	69%	71%	72%	73%	74%
NO LABEL	14%	11%	17%	17%	11%	15%	6%	6%	11%	14%	12%	21%	13%	16%	16%	11%
DON'T KNOW	6%	5%	7%	7%	6%	6%	8%	14%	8%	5%	7%	4%	8%	4%	7%	7%
CIGARETTES																
BAN THE PRODUCT	11%	12%	11%	10%	12%	12%	12%	9%	11%	13%	11%	10%	10%	12%	10%	15%
WARNING LABEL	81%	81%	80%	80%	81%	80%	81%	87%	81%	81%	81%	79%	81%	80%	84%	76%
NO LABEL	7%	5%	8%	8%	5%	7%	5%	3%	6%	5%	6%	11%	7%	7%	5%	7%
DON'T KNOW	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	4%	2%

0002665460

Q. 8 - FOR EACH OF VARIOUS THINGS THAT MAY BE DANGEROUS TO USERS, WHETHER PRODUCT SHOULD BE BANNED,
OR SOLD WITH WARNING LABEL, OR SOLD WITHOUT WARNING LABEL

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
AUTOMOBILES											
BAN THE PRODUCT	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%
WARNING LABEL	37%	49%	36%	34%	32%	45%	37%	32%	38%	38%	30%
NO LABEL	56%	43%	56%	61%	64%	47%	57%	63%	55%	57%	65%
DON'T KNOW	4%	6%	6%	3%	3%	7%	4%	3%	6%	3%	3%
ALCOHOLIC BEVERAGES											
BAN THE PRODUCT	6%	9%	6%	5%	3%	9%	5%	5%	6%	5%	4%
WARNING LABEL	69%	70%	70%	67%	68%	70%	70%	67%	69%	71%	66%
NO LABEL	23%	17%	21%	26%	28%	18%	24%	27%	22%	23%	29%
DON'T KNOW	2%	3%	3%	2%	1%	4%	2%	2%	3%	2%	1%
MICROWAVE OVENS											
BAN THE PRODUCT	2%	3%	2%	2%	1%	4%	2%	1%	2%	1%	1%
WARNING LABEL	77%	73%	78%	79%	80%	73%	79%	80%	77%	82%	78%
NO LABEL	13%	10%	12%	13%	14%	10%	12%	14%	13%	11%	17%
DON'T KNOW	8%	13%	8%	6%	5%	13%	7%	6%	8%	6%	4%

1975992000

Q. 8 - FOR EACH OF VARIOUS THINGS THAT MAY BE DANGEROUS TO USERS, WHETHER PRODUCT SHOULD BE BANNED, OR SOLD WITH WARNING LABEL, OR SOLD WITHOUT WARNING LABEL

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MOR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
HAIR DYES											
BAN THE PRODUCT	4%	7%	4%	4%	2%	6%	4%	3%	4%	2%	4%
WARNING LABEL	73%	73%	72%	74%	74%	70%	76%	73%	71%	77%	70%
NO LABEL	11%	7%	10%	12%	16%	9%	10%	14%	12%	12%	15%
DON'T KNOW	11%	13%	13%	10%	9%	15%	10%	10%	12%	9%	11%
SACCHARIN											
BAN THE PRODUCT	7%	10%	8%	5%	7%	8%	8%	6%	8%	6%	7%
WARNING LABEL	72%	70%	73%	74%	71%	70%	74%	71%	73%	76%	68%
NO LABEL	14%	10%	12%	15%	18%	12%	12%	18%	12%	13%	21%
DON'T KNOW	6%	10%	7%	5%	4%	10%	5%	4%	7%	5%	4%
CIGARETTES											
BAN THE PRODUCT	11%	13%	11%	9%	12%	10%	11%	12%	9%	12%	11%
WARNING LABEL	81%	79%	84%	82%	79%	81%	82%	79%	82%	81%	81%
NO LABEL	7%	7%	4%	8%	8%	6%	5%	8%	7%	6%	8%
DON'T KNOW	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%

2945992000

Q.9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION,
OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

(ASKED OF ALL RESPONDENTS)

	TOTAL				SMOKERS				NON-SMOKERS			
	1982	1980	1978	1976	1982	1980	1978	1976	1982	1980	1978	1976
NUMBER OF RESPONDENTS	2500	2512	2511	2507	812	915	920	937	1688	1597	1591	1570
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%
<u>PEOPLE GETTING AHEAD OF YOU IN LINE</u>												
REAL ANNOYANCE	30	32	33	28	32	34	34	28	30	31	32	28
MINOR IRRITATION	45	41	41	39	42	39	39	38	46	43	43	40
DOESN'T BOTHER	24	26	25	32	27	26	26	34	23	26	25	31
DON'T KNOW/NO ANSWER	*	*	*	1	*	*	*	*	*	1	*	1
<u>THE DRIVER IN THE CAR BEHIND YOU HONKING WHEN NOTHING IN FRONT OF YOU IS MOVING</u>												
REAL ANNOYANCE	44	45	49	47	46	50	56	49	43	42	45	45
MINOR IRRITATION	38	35	32	32	36	32	27	31	38	37	34	32
DOESN'T BOTHER	17	18	17	20	17	17	16	19	18	19	18	20
DON'T KNOW/NO ANSWER	1	2	2	3	1	1	2	2	1	2	3	3
<u>PEOPLE WITH COLDS COUGHING NEAR YOU</u>												
REAL ANNOYANCE	30	29	33	34	27	26	28	31	31	30	35	36
MINOR IRRITATION	42	41	40	38	40	37	39	36	43	43	40	39
DOESN'T BOTHER	28	30	27	27	33	37	33	32	25	27	24	25
DON'T KNOW/NO ANSWER	1	*	*	1	*	*	*	1	1	*	1	1
<u>SITTING NEXT TO SOMEONE IN A RESTAURANT, BUS OR THEATRE WHO HASN'T USED A DEODORANT</u>												
REAL ANNOYANCE	47	45	51	51	49	48	56	53	46	44	48	49
MINOR IRRITATION	39	37	34	34	38	33	30	31	40	39	36	36
DOESN'T BOTHER	13	17	14	13	13	18	13	14	13	16	15	13
DON'T KNOW/NO ANSWER	1	1	1	1	1	*	1	2	1	1	1	1

* LESS THAN .5 PERCENT

(CONTINUED)

000265463

Q.9 - (CONTINUED)

	TOTAL				SMOKERS				NON-SMOKERS			
	1982	1980	1978	1976	1982	1980	1978	1976	1982	1980	1978	1976
NUMBER OF RESPONDENTS	2500	2512	2511	2507	812	915	920	937	1688	1597	1591	1570
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%
<u>PEOPLE WHO PLAY TRANSISTOR RADIOS ON BUSES, TRAINS OR PLANES</u>												
REAL ANNOYANCE	27	22	19	19	26	19	17	18	28	24	20	19
MINOR IRRITATION	31	28	29	25	26	25	27	22	34	30	31	26
DOESN'T BOTHER	40	47	50	54	47	54	54	58	36	44	47	51
DON'T KNOW/NO ANSWER	2	2	2	3	1	2	2	2	2	3	2	4
<u>A DRIVER NOT DIMMING HIS HEADLIGHTS WHEN HE APPROACHES YOU AT NIGHT</u>												
REAL ANNOYANCE	58	57	61	63	63	62	67	67	56	55	57	61
MINOR IRRITATION	32	30	28	26	26	25	21	23	34	33	31	27
DOESN'T BOTHER	9	10	9	9	9	11	10	8	8	10	8	9
DON'T KNOW/NO ANSWER	2	2	3	3	2	1	2	2	2	3	3	3
<u>PEOPLE SMOKING AROUND YOU</u>												
REAL ANNOYANCE	29	25	25	26	3	2	2	4	41	38	38	40
MINOR IRRITATION	25	24	24	22	12	12	11	11	32	31	31	29
DOESN'T BOTHER	46	50	51	50	85	85	86	85	27	30	30	29
DON'T KNOW/NO ANSWER	1	1	1	1	1	1	1	1	1	*	*	1
<u>A NEIGHBOR WHO DOESN'T CONTROL HIS BARKING DOG</u>												
REAL ANNOYANCE	38	34	37	38	35	31	34	37	39	36	39	39
MINOR IRRITATION	37	37	36	32	35	36	35	30	38	37	37	33
DOESN'T BOTHER	23	28	25	28	29	32	30	32	21	26	23	26
DON'T KNOW/NO ANSWER	1	1	1	2	1	1	1	2	2	1	1	2

* LESS THAN .5 PERCENT

(CONTINUED)

000265464

Q:9 - (CONTINUED)

	TOTAL				SMOKERS				NON-SMOKERS			
	1982	1980	1978	1976	1982	1980	1978	1976	1982	1980	1978	1976
NUMBER OF RESPONDENTS	2500	2512	2511	2507	812	915	920	937	1688	1597	1591	1570
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%
<u>SITTING NEXT TO SOMEONE IN A RESTAURANT, BUS OR THEATRE WHO HAS ON TOO MUCH PERFUME OR SHAVING LOTION</u>												
REAL ANNOYANCE	19	18	21	24	19	19	23	25	18	18	20	23
MINOR IRRITATION	42	38	42	35	40	34	39	33	43	41	44	37
DOESN'T BOTHER	38	43	36	39	40	46	37	41	38	41	35	38
DON'T KNOW/NO ANSWER	1	1	1	2	1	1	1	1	1	1	1	2
<u>A PARENT WHO DOESN'T CONTROL AN UNRULY CHILD IN PUBLIC PLACES</u>												
REAL ANNOYANCE	52	49	55	58	52	50	57	63	52	49	53	55
MINOR IRRITATION	36	35	34	30	36	31	31	26	36	37	36	32
DOESN'T BOTHER	12	15	11	11	11	18	11	10	12	14	11	11
DON'T KNOW/NO ANSWER	1	1	*	2	1	1	1	1	1	1	*	2

* LESS THAN .5 PERCENT

0002665465

Source: <https://www.industrydocuments.ucsf.edu/docs/nhkk0000>

NON-SMOKERS

TOTAL RESPONDENTS											
2500											
100%											
PEOPLE GETTING AHEAD OF YOU IN LINE											

REAL ANNOYANCE											
30%	32%	36%	31%	30%	32%	30%	30%	33%	28%		
MINOR IRRITATION											
45%	42%	29%	43%	44%	38%	46%	44%	48%			
DOESN'T BOTHER											
24%	27%	36%	25%	26%	29%	23%	23%	24%			
DON'T KNOW											
*%	*%	-%	-%	*%	-%	*%	-%	*%	1%		
DRIVER IN CAR BEHIND HONKING WHEN NOTHING IN FRONT IS MOVING											

REAL ANNOYANCE											
44%	46%	52%	51%	43%	42%	43%	47%	49%	41%		
MINOR IRRITATION											
38%	36%	32%	38%	40%	34%	38%	36%	40%			
DOESN'T BOTHER											
17%	17%	15%	16%	17%	18%	18%	18%	17%			
DON'T KNOW											
1%	1%	1%	1%	1%	1%	1%	1%	2%			
PEOPLE WITH COLDS COUGHING NEAR YOU											

REAL ANNOYANCE											
30%	27%	33%	31%	24%	25%	20%	31%	31%	31%		
MINOR IRRITATION											
42%	40%	37%	38%	41%	40%	42%	43%	41%	44%		
DOESN'T BOTHER											
28%	33%	29%	30%	35%	37%	25%	27%	24%			
DON'T KNOW											
1%	*%	1%	-%	*%	1%	1%	1%	1%			

Q. 9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION,
OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

	S M O K E R S							N O N - S M O K E R S		
	TOTAL SMOKERS	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	HEAVY SMOKERS		TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
						20 - 39	40 OR MORE			
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
BITTING NEXT TO SOMEONE IN RESTAURANT, BUS, THEATRE WHO HASN'T USED DEODORANT										
REAL ANNOYANCE	47%	49%	60%	48%	47%	47%	45%	46%	48%	44%
MINOR IRRITATION	39%	38%	31%	37%	39%	39%	38%	40%	36%	42%
DOESN'T BOTHER	13%	13%	8%	15%	13%	13%	15%	13%	15%	12%
DON'T KNOW	1%	1%	1%	1%	1%	4%	2%	1%	1%	1%
PEOPLE WHO PLAY TRANSISTOR RADIOS ON BUSES, TRAINS, PLANES										
REAL ANNOYANCE	27%	26%	25%	23%	26%	24%	33%	28%	31%	26%
MINOR IRRITATION	31%	26%	22%	27%	27%	26%	30%	34%	34%	34%
DOESN'T BOTHER	40%	47%	52%	48%	45%	48%	36%	36%	33%	38%
DON'T KNOW	2%	1%	1%	2%	1%	1%	1%	2%	2%	2%
DRIVER NOT DIMMING HEADLIGHTS WHEN APPROACHING AT NIGHT										
REAL ANNOYANCE	58%	63%	62%	63%	63%	61%	69%	56%	58%	54%
MINOR IRRITATION	32%	26%	29%	27%	26%	27%	22%	34%	32%	36%
DOESN'T BOTHER	9%	9%	8%	8%	10%	11%	8%	8%	9%	8%
DON'T KNOW	2%	2%	1%	3%	1%	1%	2%	2%	2%	2%

4945992000

Q. 9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION, OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

S M O K E R S									
H E A V Y S M O K E R S									
N O N - S M O K E R S									
TOTAL	MODER- TOTAL	ATE HEAVY	40 OR MORE	NON- SMOKERS	EX- NEVER SMOKED	TOTAL			
2900	812	87	200	520	400	120	1688	999	1088
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PEOPLE SMOKING AROUND YOU									
REAL ANNOYANCE									
29%	3%	9%	3%	2%	2%	2%	41%	33%	49%
MINOR IRRITATION									
25%	12%	21%	10%	11%	11%	11%	32%	32%	32%
DOESN'T BOTHER									
46%	83%	70%	86%	87%	87%	87%	27%	35%	22%
DON'T KNOW									
1%	1%	1%	1%	1%	1%	1%	1%	*%	1%
NEIGHBOR WHO DOESN'T CONTROL BARKING DOG									
REAL ANNOYANCE									
38%	35%	38%	33%	34%	33%	38%	39%	40%	39%
MINOR IRRITATION									
37%	34%	40%	34%	37%	25%	38%	36%	40%	39%
DOESN'T BOTHER									
23%	29%	26%	27%	31%	30%	36%	21%	23%	19%
DON'T KNOW									
1%	1%	1%	1%	1%	1%	1%	2%	2%	2%
SITTING NEXT TO SOMEONE IN RESTAURANT, BUS, THEATRE WHO HAS ON TOO MUCH PERFUME OR SHAVING LOTION									
REAL ANNOYANCE									
19%	19%	17%	19%	20%	21%	15%	18%	18%	18%
MINOR IRRITATION									
42%	40%	41%	48%	37%	36%	42%	43%	44%	43%
DOESN'T BOTHER									
38%	40%	41%	32%	42%	41%	42%	38%	38%	37%
DON'T KNOW									
1%	1%	1%	1%	1%	1%	2%	1%	1%	1%

0002665468

Q. 9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION,
OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	LIGHT	MODER-	TOTAL		40 OR		TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PARENT WHO DOESN'T CONTROL UNRULY CHILD IN PUBLIC PLACES	-----									
REAL ANNOYANCE	52%	52%	55%	50%	52%	51%	56%	52%	50%	53%
MINOR IRRITATION	36%	36%	36%	37%	35%	36%	32%	36%	36%	36%
DOESN'T BOTHER	12%	11%	8%	12%	12%	12%	11%	12%	14%	11%
DON'T KNOW	1%	1%	1%	-%	1%	1%	2%	1%	4%	1%

6945992000

Q. 9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION,
OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
PEOPLE GETTING AHEAD OF YOU IN LINE																
REAL ANNOYANCE	30%	32%	30%	32%	29%	29%	37%	39%	31%	27%	33%	31%	35%	30%	24%	28%
MINOR IRRITATION	45%	48%	43%	44%	45%	47%	28%	32%	45%	46%	41%	50%	43%	47%	49%	33%
DOESN'T BOTHER	24%	20%	27%	23%	25%	24%	34%	28%	23%	27%	26%	19%	21%	23%	26%	38%
DON'T KNOW	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	1%	*%
DRIVER IN CAR BEHIND HONKING WHEN NOTHING IN FRONT IS MOVING																
REAL ANNOYANCE	44%	47%	42%	42%	45%	44%	47%	35%	39%	41%	49%	46%	41%	44%	46%	48%
MINOR IRRITATION	38%	37%	38%	38%	38%	38%	31%	32%	39%	42%	33%	38%	40%	36%	39%	32%
DOESN'T BOTHER	17%	15%	19%	19%	16%	17%	19%	26%	19%	16%	18%	16%	17%	19%	14%	20%
DON'T KNOW	1%	1%	2%	1%	1%	1%	3%	7%	3%	1%	1%	*%	2%	1%	1%	*%
PEOPLE WITH COLDS COUGHING NEAR YOU																
REAL ANNOYANCE	30%	26%	33%	27%	32%	28%	44%	27%	33%	30%	28%	28%	34%	29%	23%	31%
MINOR IRRITATION	42%	42%	42%	42%	42%	43%	32%	41%	40%	43%	39%	47%	42%	42%	46%	37%
DOESN'T BOTHER	28%	32%	25%	31%	25%	28%	24%	31%	26%	26%	32%	25%	24%	29%	30%	32%
DON'T KNOW	1%	*%	1%	1%	*%	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	*%

000265470

Q. 9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION,
OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SITTING NEXT TO SOMEONE IN RESTAURANT, BUS, THEATRE WHO HASN'T USED DEODORANT																
REAL ANNOYANCE	47%	48%	45%	42%	51%	45%	63%	38%	44%	46%	54%	38%	43%	49%	47%	54%
MINOR IRRITATION	39%	40%	39%	41%	37%	41%	25%	38%	38%	41%	35%	44%	42%	38%	41%	32%
DOESN'T BOTHER	13%	11%	15%	16%	11%	13%	11%	21%	17%	12%	11%	16%	14%	13%	11%	14%
DON'T KNOW	1%	*%	1%	1%	1%	1%	*%	3%	1%	1%	*%	1%	1%	1%	1%	-%
PEOPLE WHO PLAY TRANSISTOR RADIOS ON BUSES, TRAINS, PLANES																
REAL ANNOYANCE	27%	17%	35%	27%	27%	26%	36%	21%	31%	27%	25%	25%	30%	29%	24%	17%
MINOR IRRITATION	31%	30%	32%	32%	31%	32%	27%	26%	34%	30%	28%	35%	35%	31%	30%	22%
DOESN'T BOTHER	40%	52%	31%	39%	40%	40%	36%	52%	33%	41%	44%	39%	34%	38%	44%	58%
DON'T KNOW	2%	1%	2%	2%	2%	2%	2%	-%	1%	2%	3%	1%	1%	2%	2%	3%
DRIVER NOT DIMMING HEADLIGHTS WHEN APPROACHING AT NIGHT																
REAL ANNOYANCE	58%	56%	59%	56%	59%	58%	59%	55%	54%	53%	64%	59%	52%	60%	63%	62%
MINOR IRRITATION	32%	34%	30%	35%	29%	32%	26%	26%	30%	38%	27%	32%	35%	31%	29%	30%
DOESN'T BOTHER	9%	9%	8%	8%	9%	8%	10%	15%	11%	8%	8%	7%	9%	8%	8%	8%
DON'T KNOW	2%	1%	3%	2%	2%	1%	4%	5%	5%	1%	1%	1%	4%	1%	1%	*%

000265471

Q. 9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION, OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PEOPLE SMOKING AROUND YOU																
REAL ANNOYANCE	29%	31%	27%	26%	31%	29%	22%	21%	31%	28%	26%	31%	28%	30%	28%	30%
MINOR IRRITATION	25%	26%	25%	26%	25%	26%	20%	29%	24%	28%	25%	25%	26%	25%	28%	19%
DOESN'T BOTHER	46%	43%	48%	47%	44%	44%	57%	50%	45%	44%	48%	44%	46%	45%	44%	51%
DON'T KNOW	1%	1%	1%	1%	*%	1%	1%	-%	1%	1%	1%	*%	1%	1%	*%	*%
NEIGHBOR WHO DOESN'T CONTROL BARKING DOG																
REAL ANNOYANCE	38%	36%	39%	38%	38%	39%	32%	22%	34%	41%	33%	47%	38%	41%	38%	28%
MINOR IRRITATION	37%	38%	37%	38%	37%	38%	36%	30%	39%	37%	38%	35%	38%	37%	39%	32%
DOESN'T BOTHER	23%	25%	23%	23%	24%	22%	31%	47%	25%	21%	28%	18%	22%	21%	21%	40%
DON'T KNOW	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	*%
SITTING NEXT TO SOMEONE IN RESTAURANT, BUS, THEATRE WHO HAS ON TOO MUCH PERFUME OR SHAVING LOTION																
REAL ANNOYANCE	19%	18%	19%	14%	23%	18%	29%	9%	18%	17%	23%	14%	16%	20%	19%	22%
MINOR IRRITATION	42%	44%	41%	43%	41%	43%	39%	33%	44%	42%	40%	43%	45%	41%	43%	35%
DOESN'T BOTHER	38%	38%	38%	42%	35%	39%	31%	55%	37%	39%	36%	43%	37%	38%	38%	42%
DON'T KNOW	1%	*%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	*%	1%

2245992000

Q. 9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION,
OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
PARENT WHO DOESN'T CONTROL UNRULY CHILD IN PUBLIC PLACES																
REAL ANNOYANCE	52%	52%	51%	49%	55%	52%	56%	43%	41%	52%	58%	56%	48%	53%	55%	54%
MINOR IRRITATION	36%	35%	36%	38%	34%	36%	30%	29%	42%	37%	31%	36%	38%	34%	35%	35%
DOESN'T BOTHER	12%	12%	12%	13%	11%	11%	14%	27%	17%	11%	10%	8%	13%	13%	9%	11%
DON'T KNOW	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%

0002665473

Q. 9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION, OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	10M 20M 20M	20M 30M 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MOR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
PEOPLE GETTING AHEAD OF YOU IN LINE											
REAL ANNOYANCE	30%	32%	29%	31%	29%	29%	32%	30%	33%	29%	32%
MINOR IRRITATION	45%	35%	45%	47%	51%	36%	42%	53%	41%	54%	51%
DOESN'T BOTHER	24%	32%	25%	21%	20%	34%	25%	17%	26%	18%	17%
DON'T KNOW	*%	1%	*%	*%	*%	1%	*%	*%	1%	-%	*%
DRIVER IN CAR BEHIND HONKING WHEN NOTHING IN FRONT IS MOVING											
REAL ANNOYANCE	44%	49%	47%	43%	37%	50%	46%	38%	45%	44%	37%
MINOR IRRITATION	38%	30%	37%	38%	46%	30%	35%	45%	36%	39%	46%
DOESN'T BOTHER	17%	18%	16%	19%	16%	18%	18%	16%	17%	17%	17%
DON'T KNOW	1%	3%	1%	*%	1%	2%	1%	1%	1%	*%	1%
PEOPLE WITH COLDS COUGHING NEAR YOU											
REAL ANNOYANCE	30%	34%	30%	26%	29%	32%	30%	28%	26%	28%	28%
MINOR IRRITATION	42%	37%	43%	45%	44%	38%	41%	45%	40%	43%	46%
DOESN'T BOTHER	28%	29%	26%	29%	26%	30%	28%	26%	33%	28%	26%
DON'T KNOW	1%	1%	*%	1%	1%	*%	1%	*%	1%	*%	1%

0002665474

Q. 9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION, OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M UNDER 10M	10M 20M UNDER 20M	20M 30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MOR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
SITTING NEXT TO SOMEONE IN RESTAURANT, BUS, THEATRE WHO HASN'T USED DEODORANT											
REAL ANNOYANCE	47%	50%	45%	45%	47%	48%	50%	42%	46%	49%	38%
MINOR IRRITATION	39%	33%	40%	43%	40%	36%	36%	45%	38%	41%	46%
DOESN'T BOTHER	13%	15%	15%	11%	12%	15%	13%	12%	16%	9%	16%
DON'T KNOW	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%
PEOPLE WHO PLAY TRANSISTOR RADIOS ON BUSES, TRAINS, PLANES											
REAL ANNOYANCE	27%	26%	28%	26%	28%	26%	28%	27%	24%	25%	27%
MINOR IRRITATION	31%	28%	30%	34%	34%	26%	29%	37%	27%	34%	40%
DOESN'T BOTHER	40%	43%	39%	39%	38%	45%	42%	34%	47%	40%	31%
DON'T KNOW	2%	3%	2%	2%	1%	3%	2%	1%	2%	1%	2%
DRIVER NOT DIMMING HEADLIGHTS WHEN APPROACHING AT NIGHT											
REAL ANNOYANCE	58%	63%	58%	54%	56%	63%	59%	53%	59%	54%	52%
MINOR IRRITATION	32%	23%	32%	36%	35%	23%	30%	39%	30%	36%	39%
DOESN'T BOTHER	9%	9%	8%	9%	8%	10%	9%	7%	9%	10%	7%
DON'T KNOW	2%	4%	2%	1%	1%	4%	2%	1%	2%	*%	1%

000265475

Q. 9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION, OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	10M 20M 20M	20M 30M 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MOR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
PEOPLE SMOKING AROUND YOU											
REAL ANNOYANCE	29%	27%	30%	27%	30%	24%	27%	33%	23%	29%	31%
MINOR IRRITATION	25%	18%	25%	28%	29%	17%	24%	32%	23%	25%	36%
DOESN'T BOTHER	46%	54%	44%	44%	40%	57%	49%	34%	53%	46%	33%
DON'T KNOW	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%	*%
NEIGHBOR WHO DOESN'T CONTROL BARKING DOG											
REAL ANNOYANCE	38%	37%	36%	42%	38%	37%	40%	37%	36%	35%	40%
MINOR IRRITATION	37%	32%	39%	39%	39%	30%	37%	43%	35%	43%	42%
DOESN'T BOTHER	23%	30%	24%	18%	22%	31%	22%	19%	28%	21%	17%
DON'T KNOW	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%
SITTING NEXT TO SOMEONE IN RESTAURANT, BUS, THEATRE WHO HAS ON TOO MUCH PERFUME OR SHAVING LOTION											
REAL ANNOYANCE	19%	23%	18%	18%	16%	23%	21%	13%	18%	17%	13%
MINOR IRRITATION	42%	37%	45%	42%	44%	36%	41%	48%	39%	47%	47%
DOESN'T BOTHER	38%	39%	35%	39%	39%	40%	36%	39%	42%	36%	38%
DON'T KNOW	1%	1%	1%	*%	1%	2%	1%	*%	1%	*%	1%

0002665476

Q. 9 - FOR EACH OF VARIOUS THINGS, WHETHER IT IS A REAL ANNOYANCE, A MINOR IRRITATION, OR SOMETHING THAT DOESN'T BOTHER YOU (CARD SHOWN RESPONDENT)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M	20M	30M	30M	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PARENT WHO DOESN'T CONTROL UNRULY CHILD IN PUBLIC PLACES											
REAL ANNOYANCE	52%	53%	54%	52%	48%	54%	55%	47%	49%	53%	48%
MINOR IRRITATION	36%	33%	32%	37%	42%	31%	33%	42%	35%	35%	42%
DOESN'T BOTHER	12%	14%	13%	10%	9%	14%	11%	11%	15%	11%	9%
DON'T KNOW	1%	*%	1%	1%	*%	1%	1%	*%	1%	*%	1%

0002665477

Q.10 - HOW MUCH DIFFERENCE VARIOUS THINGS MAKE IN HOW LONG A PERSON LIVES
(ASKED OF ALL RESPONDENTS)

	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500	2512	2511	2507	2487	2499	2493	812	915	920	937	1011	969	969	1688	1597	1591	1570	1476	1530	1525
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
IF A PERSON IS 20 LBS. OVERWEIGHT																					
GREAT DIFFERENCE	18	22	24	24	25	26	23	17	20	21	23	23	23	22	19	23	26	25	26	27	23
SOME DIFFERENCE	53	53	54	54	54	51	52	50	52	53	51	53	50	50	54	54	54	56	55	51	54
ALMOST NO DIFFERENCE	27	23	19	19	19	20	22	32	27	23	23	22	24	26	25	21	17	17	18	18	19
DON'T KNOW/NO ANSWER	2	2	3	3	2	3	3	2	2	3	3	2	3	3	1	2	2	2	1	4	4
IF A PERSON DOESN'T GET REGULAR EXERCISE**																					
GREAT DIFFERENCE	32	28	34	33	38	38	49	31	27	30	34	38	37	49	33	28	36	33	39	38	49
SOME DIFFERENCE	55	58	54	55	53	54	43	53	57	56	53	52	54	41	56	58	53	57	53	53	44
ALMOST NO DIFFERENCE	11	13	10	9	7	6	6	14	15	12	9	7	7	7	10	12	9	8	8	6	5
DON'T KNOW/NO ANSWER	1	2	2	2	1	2	3	2	1	3	2	2	2	3	1	2	2	2	1	2	3
IF A PERSON DRINKS 3 OR 4 HIGHBALLS A DAY																					
GREAT DIFFERENCE	38	35	39	37	35	34	29	31	27	29	30	31	28	24	42	39	45	41	38	38	33
SOME DIFFERENCE	41	42	41	39	41	40	40	40	43	46	38	40	40	39	41	42	39	39	42	40	41
ALMOST NO DIFFERENCE	18	19	16	18	18	19	23	25	28	21	26	25	25	30	14	15	12	14	13	15	19
DON'T KNOW/NO ANSWER	3	4	4	6	6	7	6	3	3	4	7	4	6	6	3	4	4	6	7	7	7

** IN 1970 WORDING WAS "GETS REGULAR EXERCISE"

(CONTINUED)

0002665478

Q.10 - (CONTINUED)

	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500 100%	2512 100%	2511 100%	2507 100%	2487 100%	2499 100%	2493 100%	812 100%	915 100%	920 100%	937 100%	1011 100%	969 100%	969 100%	1688 100%	1597 100%	1591 100%	1570 100%	1476 100%	1530 100%	1525 100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>IF A PERSON LIVES UNDER A LOT OF TENSION/STRESS</u>																					
GREAT DIFFERENCE	77	75	74	76	74	72	69	78	73	73	76	74	71	68	77	77	75	76	74	73	69
SOME DIFFERENCE	20	21	22	21	23	24	26	19	23	23	21	23	24	27	20	21	22	21	23	24	26
ALMOST NO DIFFERENCE	2	2	2	2	2	2	3	2	3	2	2	2	2	4	2	2	2	1	2	1	3
DON'T KNOW/NO ANSWER	1	1	1	2	2	2	2	1	1	2	1	1	2	1	1	1	1	2	2	2	2
<u>IF A PERSON SMOKES A PACK OF CIGARETTES A DAY</u>																					
GREAT DIFFERENCE	53	45	50	45	44	42	42	37	29	32	29	32	32	29	61	54	60	54	52	48	50
SOME DIFFERENCE	37	42	40	41	46	44	45	47	49	51	49	52	50	52	32	38	34	37	41	41	41
ALMOST NO DIFFERENCE	8	11	8	11	9	9	9	15	20	15	20	15	14	16	5	6	5	6	4	6	5
DON'T KNOW/NO ANSWER	2	2	2	3	1	4	3	2	2	3	2	1	4	3	2	2	2	3	2	5	3
<u>IF A PERSON REGULARLY EATS A LOT OF FOOD WITH HIGH CHOLESTEROL CONTENT, LIKE BUTTER, EGGS</u>																					
GREAT DIFFERENCE	43	41	43	39	38	34	31	40	38	40	36	35	31	28	44	43	46	41	40	36	33
SOME DIFFERENCE	43	44	42	44	43	44	45	42	43	43	44	43	43	44	43	44	42	44	44	44	46
ALMOST NO DIFFERENCE	10	11	10	11	13	12	15	12	16	13	14	16	15	19	9	9	8	10	11	10	12
DON'T KNOW/NO ANSWER	4	4	4	5	6	10	8	5	3	4	6	6	11	8	3	4	4	5	5	9	9

0002665479

Q. 10 - HOW MUCH DIFFERENCE VARIOUS THINGS MAKE IN HOW LONG A PERSON LIVES

S M O K E R S

	S M O K E R S							N O N - S M O K E R S		
	TOTAL SMOKERS	LIGHT SMOKERS	Moder-ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE		TOTAL NON-SMOKERS	EX-SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
IF A PERSON IS 20 LBS. OVERWEIGHT										
GREAT DIFFERENCE	18%	17%	20%	24%	13%	14%	12%	19%	19%	19%
SOME DIFFERENCE	53%	50%	41%	43%	53%	53%	54%	54%	54%	55%
ALMOST NO DIFFERENCE	27%	32%	37%	29%	32%	31%	32%	25%	26%	25%
DON'T KNOW	2%	2%	2%	4%	2%	2%	3%	1%	2%	1%
IF A PERSON DOESN'T GET REGULAR EXERCISE										
GREAT DIFFERENCE	32%	31%	38%	33%	29%	30%	27%	33%	35%	32%
SOME DIFFERENCE	55%	53%	44%	51%	56%	57%	54%	56%	53%	57%
ALMOST NO DIFFERENCE	11%	14%	15%	14%	14%	13%	18%	10%	11%	10%
DON'T KNOW	1%	2%	3%	2%	1%	1%	2%	1%	2%	1%
IF A PERSON DRINKS 3 OR 4 HIGHBALLS A DAY										
GREAT DIFFERENCE	38%	31%	33%	33%	30%	29%	32%	42%	39%	43%
SOME DIFFERENCE	41%	40%	36%	44%	40%	41%	35%	41%	40%	42%
ALMOST NO DIFFERENCE	18%	25%	26%	18%	28%	26%	32%	14%	18%	12%
DON'T KNOW	3%	3%	5%	4%	3%	4%	1%	3%	4%	3%

0002665480

Q. 10 - HOW MUCH DIFFERENCE VARIOUS THINGS MAKE IN HOW LONG A PERSON LIVES

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
IF A PERSON LIVES UNDER A LOT OF TENSION AND STRESS -----										
GREAT DIFFERENCE	77%	78%	75%	80%	78%	78%	77%	77%	78%	76%
SOME DIFFERENCE	20%	19%	22%	17%	20%	20%	18%	20%	17%	21%
ALMOST NO DIFFERENCE	2%	2%	2%	2%	2%	2%	3%	2%	3%	1%
DON'T KNOW	1%	1%	1%	2%	1%	*%	2%	1%	2%	1%
IF A PERSON SMOKES A PACK OF CIGARETTES A DAY -----										
GREAT DIFFERENCE	53%	37%	47%	45%	32%	32%	32%	61%	57%	64%
SOME DIFFERENCE	37%	47%	44%	44%	48%	50%	43%	32%	35%	30%
ALMOST NO DIFFERENCE	8%	15%	7%	10%	18%	17%	21%	5%	7%	5%
DON'T KNOW	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%
IF A PERSON REGULARLY EATS A LOT OF FOOD WITH A HIGH CHOLESTEROL CONTENT -----										
GREAT DIFFERENCE	43%	40%	41%	47%	38%	39%	33%	44%	44%	44%
SOME DIFFERENCE	43%	42%	40%	40%	43%	44%	42%	43%	41%	44%
ALMOST NO DIFFERENCE	10%	12%	11%	8%	14%	13%	18%	9%	11%	9%
DON'T KNOW	4%	5%	7%	6%	5%	5%	6%	3%	4%	3%

0002665481

Q. 10 - HOW MUCH DIFFERENCE VARIOUS THINGS MAKE IN HOW LONG A PERSON LIVES

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
IF A PERSON IS 20 LBS. OVERWEIGHT																
GREAT DIFFERENCE	18%	18%	19%	19%	18%	17%	28%	19%	17%	18%	21%	17%	18%	20%	16%	21%
SOME DIFFERENCE	53%	54%	52%	52%	53%	55%	39%	43%	46%	56%	50%	60%	51%	54%	57%	42%
ALMOST NO DIFFERENCE	27%	26%	28%	27%	27%	26%	30%	35%	34%	24%	28%	22%	29%	25%	25%	34%
DON'T KNOW	2%	1%	2%	2%	2%	2%	3%	3%	2%	1%	2%	1%	2%	1%	2%	3%
IF A PERSON DOESN'T GET REGULAR EXERCISE																
GREAT DIFFERENCE	32%	35%	30%	34%	31%	32%	37%	23%	24%	35%	33%	37%	28%	33%	35%	39%
SOME DIFFERENCE	55%	54%	55%	53%	57%	57%	44%	48%	52%	56%	56%	55%	54%	57%	57%	50%
ALMOST NO DIFFERENCE	11%	10%	13%	12%	11%	10%	16%	25%	21%	8%	10%	7%	15%	10%	8%	9%
DON'T KNOW	1%	1%	2%	2%	1%	1%	3%	4%	3%	1%	1%	1%	2%	1%	1%	2%
IF A PERSON DRINKS 3 OR 4 HIGHBALLS A DAY																
GREAT DIFFERENCE	38%	44%	34%	34%	42%	39%	35%	26%	33%	39%	38%	44%	32%	41%	43%	39%
SOME DIFFERENCE	41%	41%	41%	41%	40%	41%	38%	36%	39%	42%	42%	39%	43%	39%	40%	39%
ALMOST NO DIFFERENCE	18%	13%	21%	22%	14%	17%	21%	34%	23%	16%	17%	15%	21%	16%	14%	17%
DON'T KNOW	3%	2%	4%	3%	3%	3%	5%	3%	5%	3%	3%	3%	3%	3%	3%	5%

000265482

Q. 10 - HOW MUCH DIFFERENCE VARIOUS THINGS MAKE IN HOW LONG A PERSON LIVES

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
IF A PERSON LIVES UNDER A LOT OF TENSION AND STRESS																
GREAT DIFFERENCE	77%	77%	78%	76%	78%	79%	72%	67%	71%	81%	76%	82%	74%	80%	80%	74%
SOME DIFFERENCE	20%	20%	19%	20%	19%	19%	21%	26%	26%	16%	19%	16%	22%	17%	19%	19%
ALMOST NO DIFFERENCE	2%	2%	2%	3%	2%	2%	6%	5%	2%	1%	3%	1%	2%	2%	1%	6%
DON'T KNOW	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%
IF A PERSON SMOKES A PACK OF CIGARETTES A DAY																
GREAT DIFFERENCE	53%	56%	51%	51%	55%	54%	54%	44%	49%	56%	54%	54%	50%	57%	51%	58%
SOME DIFFERENCE	37%	37%	36%	38%	35%	37%	33%	35%	40%	34%	36%	37%	37%	36%	39%	31%
ALMOST NO DIFFERENCE	8%	6%	10%	9%	7%	8%	10%	17%	10%	8%	8%	8%	10%	7%	8%	8%
DON'T KNOW	2%	1%	2%	1%	2%	1%	3%	3%	2%	1%	3%	1%	2%	1%	2%	3%
IF A PERSON REGULARLY EATS A LOT OF FOOD WITH A HIGH CHOLESTEROL CONTENT																
GREAT DIFFERENCE	43%	43%	43%	39%	46%	43%	51%	41%	42%	47%	42%	39%	40%	50%	37%	44%
SOME DIFFERENCE	43%	44%	42%	44%	42%	44%	36%	34%	40%	41%	43%	49%	43%	38%	48%	45%
ALMOST NO DIFFERENCE	10%	10%	11%	13%	8%	10%	7%	15%	12%	10%	9%	10%	11%	9%	12%	8%
DON'T KNOW	4%	4%	4%	4%	4%	3%	7%	10%	6%	2%	5%	2%	6%	3%	3%	4%

000265483

Q. 10 - HOW MUCH DIFFERENCE VARIOUS THINGS MAKE IN HOW LONG A PERSON LIVES

	INCOME					FORMAL EDUCATION			OCCUPATION		
		10M	20M	30M	30M	NON	HIGH		BLUE	WHITE	PROF.
	TOTAL	UNDER 10M	UNDER 20M	UNDER 30M	AND OVER	H-S GRAD	SCHOO GRAD	COLLEGE	COLLA	COLLA & MGR	
	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
IF A PERSON IS 20 LBS. OVERWEIGHT											
GREAT DIFFERENCE	18%	21%	17%	18%	18%	18%	18%	19%	18%	18%	20%
SOME DIFFERENCE	53%	45%	53%	55%	58%	47%	52%	58%	49%	60%	54%
ALMOST NO DIFFERENCE	27%	30%	29%	26%	23%	33%	28%	23%	31%	22%	25%
DON'T KNOW	2%	4%	1%	1%	*%	3%	2%	1%	1%	*%	2%
IF A PERSON DOESN'T GET REGULAR EXERCISE											
GREAT DIFFERENCE	32%	34%	27%	33%	36%	33%	31%	33%	32%	28%	36%
SOME DIFFERENCE	55%	48%	59%	56%	56%	49%	56%	58%	53%	61%	54%
ALMOST NO DIFFERENCE	11%	16%	12%	10%	7%	16%	12%	7%	14%	10%	8%
DON'T KNOW	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%
IF A PERSON DRINKS 3 OR 4 HIGHBALLS A DAY											
GREAT DIFFERENCE	38%	38%	39%	37%	39%	38%	36%	40%	39%	35%	38%
SOME DIFFERENCE	41%	37%	38%	43%	44%	34%	41%	45%	35%	47%	46%
ALMOST NO DIFFERENCE	18%	20%	19%	17%	16%	21%	19%	14%	23%	16%	14%
DON'T KNOW	3%	5%	4%	3%	1%	6%	3%	2%	3%	2%	2%

0002665484

G.10 - HOW MUCH DIFFERENCE VARIOUS THINGS MAKE IN HOW LONG A PERSON LIVES

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
IF A PERSON LIVES UNDER A LOT OF TENSION AND STRESS											
GREAT DIFFERENCE	77%	71%	76%	79%	83%	73%	77%	81%	74%	80%	82%
SOME DIFFERENCE	20%	24%	21%	17%	16%	22%	21%	17%	23%	18%	16%
ALMOST NO DIFFERENCE	2%	3%	1%	2%	1%	3%	1%	2%	2%	1%	2%
DON'T KNOW	1%	2%	1%	1%	*%	2%	1%	1%	1%	1%	*%
IF A PERSON SMOKES A PACK OF CIGARETTES A DAY											
GREAT DIFFERENCE	53%	51%	51%	52%	58%	49%	51%	59%	48%	54%	57%
SOME DIFFERENCE	37%	37%	37%	38%	36%	36%	39%	35%	40%	37%	38%
ALMOST NO DIFFERENCE	8%	10%	10%	8%	6%	11%	9%	6%	10%	8%	5%
DON'T KNOW	2%	3%	2%	1%	*%	3%	2%	1%	2%	2%	1%
IF A PERSON REGULARLY EATS A LOT OF FOOD WITH A HIGH CHOLESTEROL CONTENT											
GREAT DIFFERENCE	43%	43%	42%	43%	45%	45%	44%	40%	44%	45%	37%
SOME DIFFERENCE	43%	40%	44%	44%	44%	38%	42%	48%	40%	46%	49%
ALMOST NO DIFFERENCE	10%	11%	10%	12%	9%	12%	10%	9%	11%	6%	11%
DON'T KNOW	4%	7%	4%	2%	3%	5%	4%	3%	5%	3%	3%

0002665485

Q.11 - HOW FEEL ABOUT BEING NEAR A PERSON SMOKING CIGARETTES
(ASKED OF ALL RESPONDENTS)

	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500 100%	2512 100%	2511 100%	2507 100%	2487 100%	2499 100%	2493 100%	812 100%	915 100%	920 100%	937 100%	1011 100%	969 100%	969 100%	1688 100%	1597 100%	1591 100%	1570 100%	1476 100%	1530 100%	1524 100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
PLEASANT	1	2	2	2	2	2	2	2	5	4	3	3	4	3	1	*	1	1	1	1	1
ANNOYING	44	40	40	39	39	35	36	7	4	5	7	8	6	8	61	61	60	59	60	54	53
DOESN'T AFFECT ONE WAY OR THE OTHER	55	57	58	58	58	62	62	91	90	92	89	88	90	88	37	38	39	39	38	44	45
DON'T KNOW/ NO ANSWER	*	1	1	1	1	*	*	-	1	*	1	1	1	1	1	1	1	1	1	1	*

* LESS THAN .5 PERCENT

0002665486

DO NOT KNOW

DOESN'T AFFECT
ONE MAY OR THE OTHER

FIND IT ANNOYING

FIND IT PLEASANT

TOTAL RESPONDENTS

[illegible]

Q. 11 - HOW FEEL ABOUT BEING NEAR A PERSON SMOKING CIGARETTES

ROPER ORGANIZATION INC. STUDY #243-046

Q. 11 - HOW FEEL ABOUT BEING NEAR A PERSON SMOKING CIGARETTES

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
FIND IT PLEASANT	1%	1%	1%	1%	1%	1%	1%	3%	2%	-%	1%	1%	1%	1%	1%	*%
FIND IT ANNOYING	44%	46%	42%	40%	47%	45%	33%	50%	47%	42%	41%	48%	42%	44%	46%	44%
DOESN'T AFFECT ONE WAY OR THE OTHER	55%	53%	56%	58%	52%	54%	66%	48%	51%	57%	58%	51%	57%	54%	53%	54%
DON'T KNOW	*%	*%	*%	1%	*%	*%	-%	-%	1%	1%	*%	*%	*%	1%	-%	1%

000265488

Q. 11 - HOW FEEL ABOUT BEING NEAR A PERSON SMOKING CIGARETTES

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
FIND IT PLEASANT	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
FIND IT ANNOYING	44%	39%	44%	45%	47%	37%	39%	53%	37%	42%	54%
DOESN'T AFFECT ONE WAY OR THE OTHER	55%	60%	55%	54%	51%	62%	59%	46%	62%	58%	44%
DON'T KNOW	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%

0002665489

Q.12 - WHETHER FEEL IT IS HAZARDOUS TO HEALTH TO BE AROUND PEOPLE WHO ARE
SMOKING, OR THAT IT PROBABLY DOESN'T HAVE ANY REAL EFFECT ON HEALTH

(ASKED OF ALL RESPONDENTS)

	TOTAL					SMOKERS					NON-SMOKERS				
	1982	1980	1978	1976	1974	1982	1980	1978	1976	1974	1982	1980	1978	1976	1974
NUMBER OF RESPONDENTS	2500	2512	2511	2507	2487	812	915	920	937	1011	1688	1597	1591	1570	1476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
PROBABLY IS HAZARDOUS	65	58	58	52	46	47	39	40	38	30	74	69	69	61	57
PROBABLY DOESN'T HAVE ANY REAL EFFECT	29	34	33	40	48	45	52	50	53	64	21	24	23	32	37
DON'T KNOW/NO ANSWER	6	8	9	8	6	8	10	10	8	7	5	7	8	7	6

000265490

Q. 12 - WHETHER FEEL IT IS HAZARDOUS TO HEALTH TO BE AROUND PEOPLE WHO ARE SMOKING
OR THAT IT PROBABLY DOESN'T HAVE ANY REAL EFFECT ON HEALTH

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
PROBABLY IS HAZARDOUS	65%	47%	53%	50%	45%	48%	32%	74%	69%	77%
PROBABLY DOESN'T HAVE ANY REAL EFFECT	29%	45%	38%	42%	47%	43%	62%	21%	26%	19%
DON'T KNOW	6%	8%	9%	8%	8%	9%	7%	5%	6%	4%

0002665491

Q. 12 - WHETHER FEEL IT IS HAZARDOUS TO HEALTH TO BE AROUND PEOPLE WHO ARE SMOKING
OR THAT IT PROBABLY DOESN'T HAVE ANY REAL EFFECT ON HEALTH

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PROBABLY IS HAZARDOUS	65%	69%	62%	63%	67%	67%	51%	69%	67%	68%	60%	68%	64%	67%	65%	63%
PROBABLY DOESN'T HAVE ANY REAL EFFECT	29%	26%	31%	31%	27%	28%	39%	24%	23%	27%	36%	26%	28%	26%	32%	34%
DON'T KNOW	6%	5%	7%	6%	6%	5%	10%	7%	9%	4%	5%	6%	7%	7%	3%	3%

0002665492

Q. 12 - WHETHER FEEL IT IS HAZARDOUS TO HEALTH TO BE AROUND PEOPLE WHO ARE SMOKING
OR THAT IT PROBABLY DOESN'T HAVE ANY REAL EFFECT ON HEALTH

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M 20M	20M 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
PROBABLY IS HAZARDOUS	65%	61%	64%	67%	70%	60%	64%	70%	65%	66%	70%
PROBABLY DOESN'T HAVE ANY REAL EFFECT	29%	31%	31%	28%	25%	32%	31%	25%	29%	29%	25%
DON'T KNOW	6%	8%	5%	6%	5%	8%	5%	5%	6%	5%	5%

0002665493

Q. 12 - WHETHER FEEL IT IS HAZARDOUS TO HEALTH TO BE AROUND PEOPLE WHO ARE SMOKING
OR THAT IT PROBABLY DOESN'T HAVE ANY REAL EFFECT ON HEALTH

	TOTAL -----	FLIGHTS ON COMMERCIAL AIRLINES -----						EATEN OUT IN A RESTAURANT -----					
		NONE -----	1 - 3 -----	4 - 9 -----	10 OR MORE -----	DON'T KNOW -----		NONE -----	1 - 3 -----	4 - 9 -----	10 OR MORE -----	DON'T KNOW -----	
TOTAL RESPONDENTS	2500 100%	1789 100%	472 100%	156 100%	74 100%	9 100%		453 100%	1001 100%	693 100%	346 100%	7 100%	
PROBABLY IS HAZARDOUS	65%	63%	72%	70%	59%	67%		62%	65%	67%	67%	86%	
PROBABLY DOESN'T HAVE ANY REAL EFFECT	29%	30%	23%	26%	36%	33%		31%	29%	27%	29%	-%	
DON'T KNOW	6%	7%	4%	4%	4%	-%		7%	7%	6%	4%	14%	

0002665494

Q.13 - WHETHER ALLERGIC TO CIGARETTE SMOKING OR JUST FIND IT UNPLEASANT

	TOTAL			SMOKERS			NON-SMOKERS		
	1982	1980	1978	1982	1980	1978	1982	1980	1978
NUMBER OF RESPONDENTS	2500	2512	2511	812	915	920	1688	1597	1591
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%
ALLERGIC	8	6	5	1	*	*	12	9	9
UNPLEASANT	34	33	34	5	3	4	48	49	49
DON'T KNOW/NO ANSWER	1	1	1	1	1	*	1	2	1
NOT ASKED--DO NOT FIND IT ANNOYING TO BE NEAR PERSON SMOKING IN QUESTION 11	56	60	61	93	96	96	39	39	41

* LESS THAN .5 PERCENT

0002665495

Q. 13 - WHETHER ALLERGIC TO CIGARETTE SMOKING OR JUST FIND IT UNPLEASANT

S M O K E R S

HEAVY SMOKERS

N O N - S M O K E R S

	TOTAL	LIGHT	MODER- ATE	TOTAL		40 OR	TOTAL	EX-	NEVER	
	TOTAL	SMOKERS	SMOKERS	SMOKERS	SMOKERS	20 - 39	NON-	SMOKERS	SMOKED	
	SMOKERS					MORE	SMOKERS			
	1092	56	17	10	29	25	4	1036	310	725
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS										
ALLERGIC	19%	9%	-%	10%	14%	12%	25%	20%	14%	22%
UNPLEASANT	78%	79%	94%	70%	72%	72%	75%	78%	84%	76%
DON'T KNOW	2%	13%	6%	20%	14%	16%	-%	2%	2%	2%
NOT ASKED -- DO NOT FIND IT ANNOYING TO BE NEAR PERSON SMOKING IN Q. 11	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

0002665496

Q. 13 - WHETHER ALLERGIC TO CIGARETTE SMOKING OR JUST FIND IT UNPLEASANT

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	1092	479	613	478	614	973	89	58	268	283	325	216	384	343	254	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ALLERGIC	19%	17%	21%	14%	23%	20%	16%	14%	15%	16%	26%	19%	15%	24%	19%	20%
UNPLEASANT	78%	80%	77%	84%	74%	78%	81%	84%	82%	83%	71%	79%	82%	74%	80%	77%
DON'T KNOW	2%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	3%
NOT ASKED -- DO NOT FIND IT ANNOYING TO BE NEAR PERSON SMOKING IN Q. 11	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

0002665497

Q. 13 - WHETHER ALLERGIC TO CIGARETTE SMOKING OR JUST FIND IT UNPLEASANT

	INCOME				FORMAL EDUCATION			OCCUPATION			
		10M	20M	30M	NON	HIGH					
	UNDER	UNDER	UNDER	AND	H-S	SCHOO		BLUE	WHITE	PROF.	
TOTAL	10M	20M	30M	OVER	GRAD	GRAD	COLLEO	COLLA	COLLA	& MGR	
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	1092	213	305	280	287	243	350	499	247	173	232
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ALLERGIC	19%	17%	18%	20%	20%	19%	19%	19%	15%	21%	18%
UNPLEASANT	78%	80%	78%	78%	78%	79%	79%	78%	83%	77%	81%
DON'T KNOW	2%	3%	3%	2%	2%	3%	2%	3%	2%	2%	1%
NOT ASKED -- DO NOT FIND IT ANNOYING TO BE NEAR PERSON SMOKING IN Q. 11	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

0002665498

Q.14 - WHAT PEOPLE THINK ARE THE MAJOR EFFECTS OF ADVERTISING FOR VARIOUS BRANDS OF CIGARETTES

	TOTAL		SMOKERS		NON-SMOKERS	
	1982	1980	1982	1980	1982	1980
NUMBER OF RESPONDENTS	2500	2512	812	915	1688	1597
	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%
CAUSES YOUNGSTERS AND NON-SMOKING ADULTS TO BECOME SMOKERS	33	28	24	16	37	35
CAUSES SMOKERS TO SWITCH BRANDS	15	20	18	24	14	18
BOTH (VOL.)	13	12	8	12	15	12
DOESN'T HAVE MUCH EFFECT OF ANY KIND	35	34	47	45	29	29
DON'T KNOW/NO ANSWER	4	5	3	3	5	5

0002665499

Q. 14 - WHAT PEOPLE THINK ARE THE MAJOR EFFECTS OF ADVERTISING FOR VARIOUS BRANDS OF CIGARETTES

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	LIGHT	MODER-	TOTAL	40 OR			TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	399	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CAUSES YOUNGSTERS AND NON-SMOKING ADULTS TO BECOME SMOKERS	33%	24%	23%	26%	23%	25%	18%	37%	35%	37%
CAUSES SMOKERS TO SWITCH BRANDS	15%	18%	29%	16%	17%	18%	15%	14%	13%	14%
BOTH (VOL.)	13%	8%	8%	11%	7%	7%	9%	15%	13%	17%
DOESN'T HAVE MUCH EFFECT OF ANY KIND	35%	47%	39%	43%	50%	49%	54%	29%	34%	27%
DON'T KNOW	4%	3%	1%	4%	3%	2%	4%	5%	4%	5%

0055992000

Q. 14 - WHAT PEOPLE THINK ARE THE MAJOR EFFECTS OF ADVERTISING FOR VARIOUS BRANDS OF CIGARETTES

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FEMALE	WHITE	BLACK	HISPANIC	NORTHEAST	MIDWEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CAUSES YOUNGSTERS AND NON-SMOKING ADULTS TO BECOME SMOKERS	33%	32%	33%	30%	34%	33%	27%	33%	36%	36%	27%	34%	38%	30%	27%	29%
CAUSES SMOKERS TO SWITCH BRANDS	15%	17%	14%	15%	15%	15%	23%	8%	12%	16%	18%	14%	12%	15%	17%	26%
BOTH (VOL.)	13%	14%	13%	14%	12%	12%	14%	26%	16%	11%	15%	10%	14%	13%	14%	6%
DOESN'T HAVE MUCH EFFECT OF ANY KIND	35%	33%	36%	37%	34%	35%	35%	31%	33%	35%	35%	38%	32%	38%	36%	36%
DON'T KNOW	4%	3%	5%	4%	4%	4%	2%	3%	3%	3%	5%	4%	4%	4%	5%	2%

000265501

Q. 14 - WHAT PEOPLE THINK ARE THE MAJOR EFFECTS OF ADVERTISING FOR VARIOUS BRANDS OF CIGARETTES

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M	20M	30M	OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEO	BLUE COLLA	WHITE COLLA	PROF. & MOR
TOTAL RESPONDENTS	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CAUSES YOUNGSTERS AND NON-SMOKING ADULTS TO BECOME SMOKERS	33%	33%	32%	33%	32%	31%	31%	35%	30%	33%	34%
CAUSES SMOKERS TO SWITCH BRANDS	15%	16%	15%	16%	15%	17%	17%	13%	17%	15%	11%
BOTH (VOL.)	13%	12%	15%	11%	15%	13%	11%	15%	14%	14%	13%
DOESN'T HAVE MUCH EFFECT OF ANY KIND	35%	34%	35%	37%	35%	34%	38%	33%	36%	34%	38%
DON'T KNOW	4%	4%	5%	4%	3%	5%	3%	4%	4%	4%	3%

0002665502

Q.15 - FOR VARIOUS PLACES, WHETHER THINK THERE SHOULD BE SEPARATE SECTIONS OR FACILITIES FOR SMOKERS AND NON-SMOKERS, OR WHETHER SMOKERS SHOULD BE ALLOWED TO SMOKE ANYWHERE (CARD SHOWN RESPONDENT)

(ASKED OF ALL RESPONDENTS)

	TOTAL					SMOKERS					NON-SMOKERS				
	1982	1980	1978	1976	1974	1982	1980	1978	1976	1974	1982	1980	1978	1976	1974
NUMBER OF RESPONDENTS	2500	2512	1224	1227	1219	812	915	455	461	490	1688	1597	769	766	729
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>TRAINS, AIRPLANES, BUSES</u>					XXX					XXX					XXX
SEPARATE SECTIONS	91	89	91	81		85	81	85	72		93	93	94	86	
SMOKE ANYWHERE	8	10	7	16		13	17	13	26		6	6	4	11	
DON'T KNOW/NO ANSWER	1	1	2	3		2	2	2	3		1	1	2	4	
<u>EATING PLACES</u>															
SEPARATE SECTIONS	84	81	73	57	50	76	70	61	44	34	88	87	80	65	60
SMOKE ANYWHERE	15	18	25	39	46	23	28	37	52	61	11	12	17	32	35
DON'T KNOW/NO ANSWER	1	1	2	3	4	1	1	2	3	4	1	1	3	3	5
<u>THEATRES</u>															
SEPARATE SECTIONS	83	82	83	81	83	77	75	78	74	79	86	87	86	84	86
SMOKE ANYWHERE	11	12	11	14	12	15	19	17	19	16	9	8	8	12	10
DON'T KNOW/NO ANSWER	6	6	6	5	5	7	7	5	7	5	5	5	6	4	5
<u>WORK PLACES OR OFFICES</u>															
SEPARATE SECTIONS	62	62	61	52	55	52	48	50	38	42	66	69	67	60	64
SMOKE ANYWHERE	34	34	34	42	39	44	48	46	56	53	29	26	28	34	29
DON'T KNOW/NO ANSWER	4	5	5	7	6	4	4	4	6	5	4	5	5	7	7
<u>INDOOR SPORTING EVENTS</u>					XXX					XXX					XXX
SEPARATE SECTIONS	70	70	73	67		64	59	64	57		72	76	78	74	
SMOKE ANYWHERE	26	26	22	28		31	37	31	38		23	19	18	22	
DON'T KNOW/NO ANSWER	5	4	5	5		5	4	5	5		5	5	5	5	

XXX TREND NOT APPLICABLE BECAUSE OF DIFFERENT WORDING OF ITEM

NOTE: HALF SAMPLED IN 1978, 1976 AND 1974

(CONTINUED)

0005992000

Q.15 - (CONTINUED)

	TOTAL					SMOKERS					NON-SMOKERS				
	1982	1980	1978	1976	1974	1982	1980	1978	1976	1974	1982	1980	1978	1976	1974
NUMBER OF RESPONDENTS	2500	2512	1224	1227	1219	812	915	455	461	490	1688	1597	769	766	729
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>PUBLIC MEETINGS</u>															
SEPARATE SECTIONS	66	67	67	62	57	59	55	56	52	46	69	74	73	68	65
SMOKE ANYWHERE	30	29	28	33	38	37	40	39	43	47	26	22	21	27	31
DON'T KNOW/NO ANSWER	4	5	5	5	5	4	5	5	4	7	4	4	5	5	4
<u>BARBER OR BEAUTY SHOPS</u>															
SEPARATE SECTIONS	55	56	53	43	41	46	41	41	30	26	59	65	60	51	52
SMOKE ANYWHERE	42	40	42	51	52	51	56	54	64	68	37	31	34	43	42
DON'T KNOW/NO ANSWER	4	3	6	6	7	3	3	5	6	7	4	3	6	6	7
<u>TRAIN, PLANE, BUS STATIONS</u>					XXX					XXX					XXX
SEPARATE SECTIONS	62	63	62	54		52	50	52	41		67	71	68	61	
SMOKE ANYWHERE	36	34	34	42		46	47	45	55		31	26	28	35	
DON'T KNOW/NO ANSWER	2	3	4	4		2	3	3	3		2	3	4	5	

XXX TREND NOT APPLICABLE BECAUSE OF DIFFERENT WORDING OF ITEM

NOTE: HALF SAMPLED IN 1978, 1976 AND 1974

000265504

Q. 19 - FOR VARIOUS PLACES, WHETHER THINK THERE SHOULD BE SEPARATE SECTIONS OR FACILITIES FOR SMOKERS AND NON-SMOKERS, OR WHETHER SMOKERS SHOULD BE ALLOWED TO SMOKE ANYWHERE (CARD SHOWN RESPONDENT)

	S M O K E R S							N O N - S M O K E R S		
	TOTAL TOTAL	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
TRAINS, AIRPLANES, BUSES										
SEPARATE	91%	85%	86%	89%	83%	84%	81%	93%	92%	94%
ANYWHERE	8%	13%	13%	9%	15%	14%	19%	6%	7%	6%
DON'T KNOW	1%	2%	1%	2%	2%	2%	-%	1%	1%	1%
EATING PLACES										
SEPARATE	84%	76%	78%	80%	75%	75%	73%	88%	87%	88%
ANYWHERE	15%	23%	21%	18%	25%	24%	26%	11%	13%	11%
DON'T KNOW	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
THEATRES										
SEPARATE	83%	77%	74%	81%	77%	78%	71%	86%	86%	86%
ANYWHERE	11%	15%	18%	11%	16%	14%	22%	9%	8%	9%
DON'T KNOW	6%	7%	8%	8%	7%	7%	7%	5%	6%	5%
WORK PLACES OR OFFICES										
SEPARATE	62%	52%	57%	54%	50%	51%	47%	66%	62%	69%
ANYWHERE	34%	44%	36%	41%	47%	47%	48%	29%	32%	28%
DON'T KNOW	4%	4%	7%	5%	3%	2%	4%	4%	6%	3%

Q. 15 - FOR VARIOUS PLACES, WHETHER THINK THERE SHOULD BE SEPARATE SECTIONS OR FACILITIES FOR SMOKERS AND NON-SMOKERS, OR WHETHER SMOKERS SHOULD BE ALLOWED TO SMOKE ANYWHERE (CARD SHOWN RESPONDENT)

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
INDOOR SPORTING EVENTS										

SEPARATE	70%	64%	69%	71%	60%	61%	56%	72%	72%	72%
ANYWHERE	26%	31%	24%	22%	36%	35%	38%	23%	23%	23%
DON'T KNOW	5%	5%	7%	7%	4%	4%	6%	5%	5%	5%
PUBLIC MEETINGS										

SEPARATE	66%	59%	62%	61%	57%	57%	57%	69%	68%	70%
ANYWHERE	30%	37%	31%	35%	39%	38%	42%	26%	28%	26%
DON'T KNOW	4%	4%	7%	4%	4%	5%	2%	4%	4%	4%
BARBER OR BEAUTY SHOPS										

SEPARATE	55%	46%	51%	50%	43%	42%	46%	59%	56%	60%
ANYWHERE	42%	51%	39%	46%	55%	55%	52%	37%	40%	35%
DON'T KNOW	4%	3%	10%	4%	2%	2%	2%	4%	4%	4%
TRAIN, PLANE, OR BUS STATIONS										

SEPARATE	62%	52%	56%	57%	49%	49%	51%	67%	65%	68%
ANYWHERE	36%	46%	38%	41%	49%	50%	47%	31%	33%	30%
DON'T KNOW	2%	2%	6%	3%	2%	2%	2%	2%	2%	2%

9055992000

Q. 15 - FOR VARIOUS PLACES, WHETHER THINK THERE SHOULD BE SEPARATE SECTIONS OR FACILITIES FOR SMOKERS AND NON-SMOKERS, OR WHETHER SMOKERS SHOULD BE ALLOWED TO SMOKE ANYWHERE (CARD SHOWN RESPONDENT)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
TRAINS, AIRPLANES, BUSES																
SEPARATE	91%	90%	91%	90%	91%	91%	91%	87%	86%	93%	90%	93%	89%	89%	95%	92%
ANYWHERE	8%	9%	8%	9%	8%	9%	6%	12%	12%	6%	9%	7%	10%	10%	5%	7%
DON'T KNOW	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	*%	1%	2%	*%	1%
EATING PLACES																
SEPARATE	84%	85%	83%	82%	85%	84%	84%	79%	79%	87%	84%	87%	82%	85%	88%	82%
ANYWHERE	15%	14%	16%	17%	14%	15%	14%	21%	20%	12%	15%	13%	17%	15%	12%	16%
DON'T KNOW	1%	1%	1%	1%	1%	1%	2%	-%	1%	*%	1%	1%	1%	1%	1%	1%
THEATRES																
SEPARATE	83%	80%	85%	82%	84%	83%	82%	85%	84%	83%	81%	85%	83%	83%	85%	78%
ANYWHERE	11%	14%	9%	12%	10%	11%	10%	9%	11%	9%	14%	10%	9%	12%	10%	14%
DON'T KNOW	6%	6%	6%	6%	6%	6%	8%	6%	5%	9%	5%	5%	7%	5%	5%	8%
WORK PLACES OR OFFICES																
SEPARATE	62%	59%	64%	55%	67%	61%	67%	59%	58%	62%	64%	63%	60%	62%	62%	68%
ANYWHERE	34%	38%	32%	40%	29%	35%	25%	36%	38%	32%	32%	35%	34%	35%	36%	28%
DON'T KNOW	4%	3%	5%	5%	4%	3%	8%	5%	4%	6%	4%	2%	6%	3%	2%	4%

2055992000

Q. 15 - FOR VARIOUS PLACES, WHETHER THINK THERE SHOULD BE SEPARATE SECTIONS OR FACILITIES FOR SMOKERS AND NON-SMOKERS, OR WHETHER SMOKERS SHOULD BE ALLOWED TO SMOKE ANYWHERE (CARD SHOWN RESPONDENT)

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
INDOOR SPORTING EVENTS																
SEPARATE	70%	67%	71%	66%	73%	69%	73%	65%	68%	72%	69%	69%	67%	71%	70%	73%
ANYWHERE	26%	28%	23%	29%	23%	26%	21%	29%	27%	22%	27%	27%	27%	25%	26%	20%
DON'T KNOW	5%	4%	5%	5%	5%	5%	5%	6%	5%	6%	5%	4%	6%	4%	4%	6%
PUBLIC MEETINGS																
SEPARATE	66%	63%	68%	62%	69%	66%	68%	56%	63%	65%	66%	70%	64%	68%	67%	66%
ANYWHERE	30%	33%	28%	34%	26%	30%	25%	39%	34%	28%	30%	28%	31%	29%	30%	27%
DON'T KNOW	4%	4%	4%	4%	4%	4%	7%	4%	3%	7%	4%	2%	6%	3%	3%	7%
BARBER OR BEAUTY SHOPS																
SEPARATE	55%	54%	55%	50%	59%	54%	62%	54%	55%	56%	55%	52%	52%	56%	53%	61%
ANYWHERE	42%	42%	41%	46%	38%	42%	32%	40%	43%	40%	41%	43%	43%	40%	44%	36%
DON'T KNOW	4%	3%	4%	4%	4%	4%	6%	6%	2%	5%	4%	5%	5%	3%	3%	4%
TRAIN, PLANE, OR BUS STATIONS																
SEPARATE	62%	60%	64%	59%	65%	62%	66%	64%	62%	61%	66%	57%	60%	61%	64%	69%
ANYWHERE	36%	38%	34%	39%	33%	36%	31%	34%	35%	37%	31%	42%	38%	37%	35%	28%
DON'T KNOW	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	1%	3%	2%	1%	3%

8055992000

Q. 15 - FOR VARIOUS PLACES, WHETHER THINK THERE SHOULD BE SEPARATE SECTIONS OR FACILITIES FOR SMOKERS AND NON-SMOKERS, OR WHETHER SMOKERS SHOULD BE ALLOWED TO SMOKE ANYWHERE (CARD SHOWN RESPONDENT)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%

TRAINS, AIRPLANES, BUSES											
SEPARATE	91%	89%	91%	90%	92%	89%	89%	93%	87%	92%	93%
ANYWHERE	8%	10%	8%	10%	7%	10%	10%	6%	11%	8%	7%
DON'T KNOW	1%	1%	1%	4%	1%	2%	1%	1%	2%	-%	1%

EATING PLACES											
SEPARATE	84%	82%	84%	84%	86%	81%	84%	86%	82%	83%	87%
ANYWHERE	15%	17%	16%	15%	13%	17%	15%	14%	17%	16%	12%
DON'T KNOW	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%

THEATRES											
SEPARATE	83%	83%	84%	82%	84%	80%	85%	83%	81%	84%	84%
ANYWHERE	11%	12%	10%	11%	10%	14%	10%	10%	14%	10%	8%
DON'T KNOW	6%	5%	5%	7%	6%	5%	5%	7%	5%	7%	8%

WORK PLACES OR OFFICES											
SEPARATE	62%	65%	60%	63%	59%	62%	59%	64%	56%	62%	60%
ANYWHERE	34%	31%	35%	33%	37%	33%	37%	32%	41%	35%	35%
DON'T KNOW	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%	5%

6055992000

Q. 15 - FOR VARIOUS PLACES, WHETHER THINK THERE SHOULD BE SEPARATE SECTIONS OR FACILITIES FOR SMOKERS AND NON-SMOKERS, OR WHETHER SMOKERS SHOULD BE ALLOWED TO SMOKE ANYWHERE (CARD SHOWN RESPONDENT)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MOR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
INDOOR SPORTING EVENTS											
SEPARATE	70%	71%	68%	71%	69%	70%	67%	71%	65%	70%	68%
ANYWHERE	26%	23%	27%	25%	27%	24%	28%	24%	30%	24%	28%
DON'T KNOW	5%	6%	4%	5%	4%	6%	5%	5%	5%	6%	4%
PUBLIC MEETINGS											
SEPARATE	66%	65%	66%	68%	65%	65%	65%	67%	59%	67%	67%
ANYWHERE	30%	29%	30%	28%	32%	30%	31%	29%	36%	29%	30%
DON'T KNOW	4%	5%	4%	4%	3%	5%	4%	4%	5%	4%	3%
BARBER OR BEAUTY SHOPS											
SEPARATE	55%	60%	54%	55%	50%	56%	53%	54%	49%	56%	51%
ANYWHERE	42%	36%	42%	41%	46%	40%	43%	41%	47%	42%	45%
DON'T KNOW	4%	3%	3%	4%	4%	4%	3%	4%	4%	3%	4%
TRAIN, PLANE, OR BUS STATIONS											
SEPARATE	62%	64%	62%	62%	59%	64%	61%	61%	59%	62%	59%
ANYWHERE	36%	34%	36%	35%	39%	33%	37%	37%	39%	37%	38%
DON'T KNOW	2%	2%	2%	2%	2%	3%	2%	2%	3%	1%	2%

0155992000

Q. 15 - FOR VARIOUS PLACES, WHETHER THINK THERE SHOULD BE SEPARATE SECTIONS OR FACILITIES FOR SMOKERS AND NON-SMOKERS, OR WHETHER SMOKERS SHOULD BE ALLOWED TO SMOKE ANYWHERE (CARD SHOWN RESPONDENT)

	TOTAL -----	FLIGHTS ON COMMERCIAL AIRLINES -----						EATEN OUT IN A RESTAURANT -----					
		NONE	1 - 3	4 - 9	10 OR MORE	DON'T KNOW		NONE	1 - 3	4 - 9	10 OR MORE	DON'T KNOW	
TOTAL RESPONDENTS	2500 100%	1789 100%	472 100%	156 100%	74 100%	9 100%		453 100%	1001 100%	693 100%	346 100%	7 100%	
TRAINS, AIRPLANES, BUSES -----													
SEPARATE	91%	90%	92%	92%	92%	89%		88%	90%	92%	91%	100%	
ANYWHERE	8%	9%	7%	8%	7%	11%		10%	9%	7%	8%	-%	
DON'T KNOW	1%	1%	1%	-%	1%	-%		2%	1%	1%	1%	-%	
EATING PLACES -----													
SEPARATE	84%	84%	87%	84%	81%	67%		80%	83%	85%	88%	100%	
ANYWHERE	15%	16%	13%	15%	16%	22%		19%	15%	14%	12%	-%	
DON'T KNOW	1%	1%	1%	1%	3%	11%		1%	1%	1%	1%	-%	
THEATRES -----													
SEPARATE	83%	82%	84%	85%	89%	78%		81%	83%	84%	83%	100%	
ANYWHERE	11%	12%	9%	6%	5%	22%		12%	11%	10%	9%	-%	
DON'T KNOW	6%	6%	7%	8%	5%	-%		7%	5%	6%	8%	-%	
WORK PLACES OR OFFICES -----													
SEPARATE	62%	61%	65%	63%	59%	89%		63%	61%	62%	59%	100%	
ANYWHERE	34%	35%	32%	33%	38%	11%		31%	35%	35%	36%	-%	
DON'T KNOW	4%	4%	4%	4%	3%	-%		6%	4%	3%	5%	-%	

1155992000

Q. 15 - FOR VARIOUS PLACES, WHETHER THINK THERE SHOULD BE SEPARATE SECTIONS OR FACILITIES FOR SMOKERS AND NON-SMOKERS, OR WHETHER SMOKERS SHOULD BE ALLOWED TO SMOKE ANYWHERE (CARD SHOWN RESPONDENT)

	TOTAL *****	FLIGHTS ON COMMERCIAL AIRLINES						EATEN OUT IN A RESTAURANT					
		NONE *****	1 - 3 *****	4 - 9 *****	10 OR MORE *****	DON'T KNOW *****		NONE *****	1 - 3 *****	4 - 9 *****	10 OR MORE *****	DON'T KNOW *****	
TOTAL RESPONDENTS	2500 100%	1789 100%	472 100%	156 100%	74 100%	9 100%		453 100%	1001 100%	693 100%	346 100%	7 100%	
INDOOR SPORTING EVENTS													
SEPARATE	70%	69%	69%	75%	72%	67%		68%	70%	69%	73%	86%	
ANYWHERE	26%	26%	26%	22%	26%	33%		27%	25%	27%	23%	14%	
DON'T KNOW	5%	5%	5%	3%	3%	-%		5%	6%	4%	4%	-%	
PUBLIC MEETINGS													
SEPARATE	66%	66%	65%	65%	77%	78%		66%	64%	66%	73%	86%	
ANYWHERE	30%	30%	31%	32%	22%	22%		28%	32%	30%	25%	14%	
DON'T KNOW	4%	4%	4%	3%	1%	-%		6%	4%	4%	3%	-%	
BARBER OR BEAUTY SHOPS													
SEPARATE	55%	55%	53%	49%	54%	89%		58%	53%	55%	51%	86%	
ANYWHERE	42%	41%	43%	48%	43%	11%		37%	41%	42%	47%	14%	
DON'T KNOW	4%	4%	4%	3%	3%	-%		4%	5%	3%	2%	-%	
TRAIN, PLANE, OR BUS STATIONS													
SEPARATE	62%	62%	65%	57%	62%	78%		67%	59%	63%	62%	86%	
ANYWHERE	36%	36%	33%	41%	34%	22%		30%	38%	36%	36%	14%	
DON'T KNOW	2%	2%	1%	2%	4%	-%		3%	2%	2%	2%	-%	

2155992000

Q.16 - FOR VARIOUS PLACES WHETHER THINK SMOKING SHOULD BE BANNED ENTIRELY OR NOT (CARD SHOWN RESPONDENT)
(ASKED OF ALL RESPONDENTS)

	TOTAL					SMOKERS					NON-SMOKERS				
	1982	1980	1978	1976	1974	1982	1980	1978	1976	1974	1982	1980	1978	1976	1974
NUMBER OF RESPONDENTS	2500	2512	2511	1227	1219	812	915	920	461	490	1688	1597	1591	766	729
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>TRAINS, AIRPLANES, BUSES</u>					XXX					XXX					XXX
BANNED	26	23	26	25		12	10	11	16		33	31	34	30	
NOT BANNED	70	69	65	62		82	83	82	70		64	61	55	56	
DON'T KNOW/NO ANSWER	4	8	9	13		5	7	7	14		4	8	10	13	
<u>EATING PLACES</u>															
BANNED	23	23	23	22	20	10	8	9	9	8	30	31	32	30	28
NOT BANNED	73	69	68	64	72	86	85	85	77	84	66	61	59	56	63
DON'T KNOW/NO ANSWER	4	8	8	13	8	5	7	6	14	8	4	8	9	13	9
<u>THEATRES</u>															
BANNED	49	44	44	46	42	38	32	33	38	34	54	51	51	50	47
NOT BANNED	47	48	47	42	51	57	60	61	48	59	42	42	39	38	45
DON'T KNOW/NO ANSWER	4	8	9	12	8	5	8	7	14	7	4	7	10	12	8
<u>WORK PLACES OR OFFICES</u>															
BANNED	18	15	17	17	16	8	6	8	10	5	23	21	22	21	22
NOT BANNED	76	75	73	68	75	85	85	85	75	86	71	69	66	63	68
DON'T KNOW/NO ANSWER	6	9	10	16	9	6	9	7	16	9	6	10	12	16	9
<u>INDOOR SPORTING EVENTS</u>					XXX					XXX					XXX
BANNED	36	32	34	37		26	21	24	27		41	39	41	43	
NOT BANNED	59	60	57	49		69	71	69	57		55	53	49	44	
DON'T KNOW/NO ANSWER	5	8	9	14		5	8	7	15		4	8	10	13	
<u>PUBLIC MEETINGS</u>															
BANNED	32	28	32	34	27	20	17	18	22	21	38	35	40	40	31
NOT BANNED	63	63	58	52	64	75	74	74	62	72	58	57	49	46	60
DON'T KNOW/NO ANSWER	5	9	10	14	8	6	9	8	15	7	4	9	12	13	9

XXX TREND NOT APPLICABLE BECAUSE OF DIFFERENT WORDING OF ITEM

NOTE: HALF SAMPLED IN 1974 AND 1976

(CONTINUED)

0002995518

Q.16 - (CONTINUED)

	TOTAL					SMOKERS					NON-SMOKERS				
	1982	1980	1978	1976	1974	1982	1980	1978	1976	1974	1982	1980	1978	1976	1974
NUMBER OF RESPONDENTS	2500	2512	2511	1227	1219	812	915	920	461	490	1688	1597	1591	766	729
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<u>BARBER OR BEAUTY SHOPS</u>	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
BANNED	25	20	21	20	21	15	7	8	10	10	30	26	28	27	28
NOT BANNED	69	72	70	65	71	79	84	85	75	81	65	64	61	59	63
DON'T KNOW/NO ANSWER	6	9	9	15	8	6	8	7	16	9	6	9	11	14	9
<u>TRAIN, PLANE, BUS STATIONS</u>					XXX					XXX					XXX
BANNED	17	14	16	16		8	4	6	7		22	20	21	21	
NOT BANNED	78	77	75	69		87	87	87	78		73	70	68	64	
DON'T KNOW/NO ANSWER	5	9	10	15		6	8	8	15		5	10	11	15	
<u>ELEVATORS</u>															
BANNED	89	85	86	84	85	84	80	81	81	83	91	88	89	86	87
NOT BANNED	10	13	12	13	13	15	19	17	16	15	8	10	9	12	11
DON'T KNOW/NO ANSWER	1	1	2	3	2	1	1	2	3	2	1	2	2	3	2
<u>TAXIS</u>															
BANNED	35	33	32	30	30	20	20	15	15	14	43	41	41	38	41
NOT BANNED	61	62	64	65	66	78	77	81	79	82	53	54	54	56	55
DON'T KNOW/NO ANSWER	3	5	4	5	5	2	3	3	5	5	4	6	5	6	4
<u>RETAIL STORES</u>															
BANNED	59	55	55	52	55	54	46	47	43	48	61	60	60	58	59
NOT BANNED	40	42	41	44	41	44	52	50	53	48	37	37	36	39	37
DON'T KNOW/NO ANSWER	2	3	3	4	4	2	2	3	4	4	2	4	3	4	3
<u>CITY, STATE OR FEDERAL BUILDINGS</u>															
BANNED	33	33	32	32	XX	22	21	18	21	XX	38	39	39	39	XX
NOT BANNED	63	63	63	62		74	76	76	72		58	56	55	55	
DON'T KNOW/NO ANSWER	4	4	6	6		4	3	6	7		4	5	6	6	
<u>DOCTORS' OR DENTISTS' WAITING ROOMS</u>															
BANNED	72	69	69	65	XX	61	57	53	52	XX	78	76	77	74	XX
NOT BANNED	25	29	27	30		36	41	41	44		20	21	19	22	
DON'T KNOW/NO ANSWER	2	2	4	4		3	2	6	5		2	2	3	4	

000265514

XX NOT ASKED

XXX TREND NOT APPLICABLE BECAUSE OF DIFFERENT WORDING OF ITEM
NOTE: HALF SAMPLED IN 1974 AND 1976

**Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)**

S M O K E R S

HEAVY SMOKERS

N O N - S M O K E R S

	TOTAL SMOKERS	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS										
TRAINS, AIRPLANES, BUSES										
BANNED	26%	12%	15%	17%	10%	10%	8%	33%	28%	36%
NOT BANNED	70%	82%	80%	75%	86%	85%	87%	64%	69%	60%
DON'T KNOW	4%	5%	5%	8%	4%	4%	5%	4%	3%	4%
EATING PLACES										
BANNED	23%	10%	15%	15%	7%	7%	5%	30%	25%	32%
NOT BANNED	73%	86%	79%	79%	90%	90%	89%	66%	71%	64%
DON'T KNOW	4%	5%	6%	7%	3%	3%	6%	4%	4%	4%
THEATRES										
BANNED	49%	38%	43%	43%	35%	35%	35%	54%	50%	56%
NOT BANNED	47%	57%	51%	50%	61%	61%	59%	42%	46%	40%
DON'T KNOW	4%	5%	7%	6%	4%	4%	6%	4%	4%	4%
WORK PLACES OR OFFICES										
BANNED	18%	8%	14%	9%	7%	6%	9%	23%	20%	25%
NOT BANNED	76%	85%	78%	82%	88%	89%	84%	71%	74%	69%
DON'T KNOW	6%	6%	8%	9%	5%	5%	7%	6%	6%	5%

000265515

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE		TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
INDOOR SPORTING EVENTS										

BANNED	36%	26%	32%	31%	23%	25%	14%	41%	37%	43%
NOT BANNED	59%	69%	63%	61%	73%	71%	79%	55%	59%	52%
DON'T KNOW	5%	5%	5%	8%	4%	3%	7%	4%	4%	5%
PUBLIC MEETINGS										

BANNED	32%	20%	22%	22%	19%	20%	16%	38%	37%	39%
NOT BANNED	63%	75%	74%	70%	77%	76%	77%	58%	59%	57%
DON'T KNOW	5%	6%	5%	8%	5%	4%	7%	4%	4%	4%
BARBER OR BEAUTY SHOPS										

BANNED	25%	15%	23%	21%	11%	11%	11%	30%	26%	32%
NOT BANNED	69%	79%	67%	71%	84%	85%	82%	65%	68%	63%
DON'T KNOW	6%	6%	10%	8%	4%	4%	7%	6%	6%	6%
TRAIN, PLANE, OR BUS STATIONS										

BANNED	17%	8%	13%	10%	6%	6%	7%	22%	19%	24%
NOT BANNED	78%	87%	82%	82%	89%	90%	87%	73%	77%	72%
DON'T KNOW	5%	6%	6%	8%	5%	5%	6%	5%	5%	4%

9155992000

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS			SMOKERS	SMOKERS	SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ELEVATORS										

BANNED	89%	84%	89%	87%	82%	84%	77%	91%	91%	92%
NOT BANNED	10%	15%	11%	10%	17%	16%	22%	8%	8%	7%
DON'T KNOW	1%	1%	-X	3%	1%	1%	1%	1%	1%	1%
TAXIS										

BANNED	35%	20%	34%	22%	17%	18%	13%	43%	39%	45%
NOT BANNED	61%	78%	66%	75%	82%	81%	83%	53%	57%	52%
DON'T KNOW	3%	2%	-X	3%	2%	1%	3%	4%	4%	3%
RETAIL STORES										

BANNED	59%	54%	62%	55%	52%	54%	43%	61%	60%	61%
NOT BANNED	40%	44%	38%	41%	47%	44%	55%	37%	37%	37%
DON'T KNOW	2%	2%	-X	4%	2%	2%	2%	2%	2%	2%

000265517

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
 (CARD SHOWN RESPONDENT)

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
	HEAVY SMOKERS									
	-----							-----		
	TOTAL	TOTAL	LIGHT	MODER-	TOTAL		40 OR	TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE	NON-	SMOKERS	SMOKED
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CITY, STATE OR FEDERAL BUILDINGS	-----									
BANNED	33%	22%	36%	21%	20%	21%	16%	38%	36%	39%
NOT BANNED	63%	74%	62%	73%	77%	76%	79%	58%	59%	57%
DON'T KNOW	4%	4%	2%	6%	3%	3%	5%	4%	5%	4%
DOCTORS' OR DENTISTS' WAITING ROOMS	-----									
BANNED	72%	61%	64%	66%	58%	61%	47%	78%	76%	79%
NOT BANNED	25%	36%	33%	30%	40%	37%	47%	20%	22%	19%
DON'T KNOW	2%	3%	2%	5%	2%	2%	5%	2%	2%	2%

8155992000

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TRAINS, AIRPLANES, BUSES																
BANNED	26%	26%	26%	25%	28%	26%	30%	19%	27%	31%	25%	21%	28%	24%	23%	32%
NOT BANNED	70%	69%	70%	71%	68%	70%	63%	78%	69%	67%	68%	77%	68%	71%	72%	66%
DON'T KNOW	4%	5%	4%	4%	4%	4%	7%	3%	5%	2%	7%	2%	4%	5%	5%	3%
EATING PLACES																
BANNED	23%	23%	23%	24%	23%	23%	27%	14%	22%	23%	26%	21%	23%	21%	24%	30%
NOT BANNED	73%	73%	72%	72%	73%	73%	67%	83%	74%	75%	66%	77%	73%	74%	71%	69%
DON'T KNOW	4%	4%	4%	4%	4%	4%	7%	3%	4%	2%	7%	2%	4%	5%	5%	2%
THEATRES																
BANNED	49%	48%	50%	48%	50%	50%	46%	35%	44%	59%	44%	50%	49%	51%	47%	46%
NOT BANNED	47%	48%	46%	48%	46%	47%	45%	59%	52%	39%	50%	48%	47%	45%	49%	49%
DON'T KNOW	4%	5%	4%	4%	4%	4%	9%	6%	5%	3%	7%	2%	4%	4%	5%	4%
WORK PLACES OR OFFICES																
BANNED	18%	15%	21%	16%	21%	18%	23%	14%	15%	20%	20%	18%	18%	17%	18%	23%
NOT BANNED	76%	79%	74%	79%	73%	77%	66%	82%	77%	76%	72%	80%	75%	77%	76%	73%
DON'T KNOW	6%	6%	6%	6%	6%	5%	10%	4%	7%	4%	8%	3%	6%	5%	6%	4%

6155992000

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2900 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
INDOOR SPORTING EVENTS																
BANNED	36%	36%	36%	34%	38%	37%	32%	21%	30%	46%	32%	36%	34%	36%	37%	41%
NOT BANNED	59%	60%	59%	61%	57%	59%	60%	75%	65%	51%	61%	62%	61%	58%	59%	56%
DON'T KNOW	5%	5%	5%	4%	5%	4%	7%	4%	5%	4%	7%	2%	4%	6%	4%	3%
PUBLIC MEETINGS																
BANNED	32%	28%	36%	31%	33%	33%	32%	17%	28%	38%	29%	35%	29%	35%	33%	34%
NOT BANNED	63%	68%	60%	65%	62%	63%	61%	79%	67%	58%	64%	64%	66%	60%	63%	61%
DON'T KNOW	5%	5%	5%	4%	5%	4%	7%	3%	5%	4%	7%	1%	4%	5%	5%	5%
BARBER OR BEAUTY SHOPS																
BANNED	25%	25%	25%	24%	26%	25%	29%	18%	23%	27%	25%	26%	23%	23%	27%	37%
NOT BANNED	69%	69%	69%	71%	68%	70%	63%	76%	71%	69%	67%	71%	72%	70%	69%	60%
DON'T KNOW	6%	6%	5%	6%	6%	5%	8%	6%	5%	4%	9%	3%	6%	7%	5%	4%
TRAIN, PLANE, OR BUS STATIONS																
BANNED	17%	15%	19%	16%	19%	17%	21%	13%	18%	18%	19%	13%	17%	17%	16%	23%
NOT BANNED	78%	80%	76%	80%	76%	79%	71%	84%	77%	80%	73%	85%	79%	77%	78%	74%
DON'T KNOW	5%	5%	5%	4%	5%	5%	8%	3%	5%	3%	9%	2%	4%	6%	5%	4%

0255992000

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
ELEVATORS																
BANNED	89%	88%	90%	87%	91%	89%	88%	81%	87%	94%	87%	88%	88%	89%	91%	87%
NOT BANNED	10%	11%	9%	12%	8%	10%	11%	17%	12%	5%	12%	12%	11%	9%	9%	12%
DON'T KNOW	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	0%	0%
TAXIS																
BANNED	35%	30%	39%	34%	37%	34%	47%	29%	33%	40%	35%	33%	34%	35%	37%	39%
NOT BANNED	61%	68%	57%	63%	60%	63%	52%	67%	65%	57%	60%	65%	62%	62%	61%	57%
DON'T KNOW	3%	2%	4%	3%	3%	3%	1%	4%	3%	3%	4%	2%	4%	3%	2%	4%
RETAIL STORES																
BANNED	59%	55%	61%	51%	65%	58%	69%	51%	61%	68%	54%	49%	61%	58%	54%	60%
NOT BANNED	40%	43%	37%	46%	33%	40%	28%	47%	37%	30%	43%	50%	36%	40%	45%	38%
DON'T KNOW	2%	2%	2%	3%	1%	2%	3%	2%	3%	1%	2%	1%	2%	2%	1%	3%

1255992000

**Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)**

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
CITY, STATE OR FEDERAL BUILDINGS																
BANNED	33%	30%	35%	33%	33%	31%	46%	26%	32%	35%	34%	30%	31%	33%	32%	38%
NOT BANNED	63%	67%	60%	64%	63%	65%	49%	68%	64%	61%	61%	69%	63%	63%	66%	57%
DON'T KNOW	4%	3%	5%	4%	4%	4%	5%	6%	4%	4%	5%	1%	5%	3%	2%	5%
DOCTORS' OR DENTISTS' WAITING ROOMS																
BANNED	72%	70%	74%	69%	75%	73%	73%	61%	66%	74%	73%	76%	68%	73%	75%	80%
NOT BANNED	25%	28%	24%	28%	23%	25%	23%	36%	30%	24%	24%	24%	29%	24%	24%	18%
DON'T KNOW	2%	2%	3%	2%	2%	2%	4%	3%	4%	2%	3%	4%	3%	3%	1%	3%

2255992000

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
TRAINS, AIRPLANES, BUSES											
BANNED	26%	27%	25%	27%	26%	24%	25%	29%	24%	26%	26%
NOT BANNED	70%	68%	71%	70%	71%	70%	71%	68%	71%	69%	71%
DON'T KNOW	4%	5%	4%	4%	3%	5%	4%	4%	5%	5%	3%
EATING PLACES											
BANNED	23%	26%	22%	22%	23%	22%	23%	25%	23%	21%	24%
NOT BANNED	73%	68%	74%	74%	74%	73%	73%	71%	72%	74%	73%
DON'T KNOW	4%	5%	4%	4%	3%	5%	4%	4%	5%	5%	3%
THEATRES											
BANNED	49%	44%	47%	52%	52%	43%	48%	54%	44%	51%	54%
NOT BANNED	47%	50%	48%	44%	45%	52%	48%	42%	51%	44%	43%
DON'T KNOW	4%	6%	5%	4%	2%	5%	4%	3%	5%	5%	3%
WORK PLACES OR OFFICES											
BANNED	18%	21%	17%	19%	16%	16%	18%	21%	14%	18%	17%
NOT BANNED	76%	72%	75%	75%	81%	76%	77%	75%	78%	76%	79%
DON'T KNOW	6%	7%	7%	5%	3%	7%	6%	5%	8%	6%	4%

000265522

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
INDOOR SPORTING EVENTS											
BANNED	36%	33%	33%	39%	39%	33%	35%	39%	32%	39%	39%
NOT BANNED	59%	62%	61%	56%	58%	63%	60%	57%	64%	55%	57%
DON'T KNOW	5%	5%	6%	4%	3%	5%	5%	4%	5%	6%	4%
PUBLIC MEETINGS											
BANNED	32%	33%	31%	35%	31%	28%	31%	36%	27%	30%	37%
NOT BANNED	63%	61%	65%	61%	66%	66%	64%	60%	68%	65%	59%
DON'T KNOW	5%	7%	4%	4%	3%	6%	4%	4%	5%	5%	4%
BARBER OR BEAUTY SHOPS											
BANNED	25%	31%	23%	25%	23%	27%	23%	25%	23%	22%	23%
NOT BANNED	69%	63%	71%	70%	73%	67%	71%	69%	71%	73%	72%
DON'T KNOW	6%	6%	7%	5%	4%	6%	6%	5%	6%	6%	5%
TRAIN, PLANE, OR BUS STATIONS											
BANNED	17%	23%	16%	16%	15%	19%	17%	16%	17%	15%	16%
NOT BANNED	78%	71%	79%	79%	82%	75%	78%	79%	77%	80%	81%
DON'T KNOW	5%	6%	6%	5%	3%	6%	5%	4%	6%	5%	4%

000265524

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
CITY, STATE OR FEDERAL BUILDINGS											
BANNED	33%	40%	35%	27%	29%	36%	32%	31%	31%	29%	31%
NOT BANNED	63%	55%	62%	69%	67%	59%	64%	65%	66%	67%	67%
DON'T KNOW	4%	5%	3%	4%	4%	5%	3%	4%	3%	4%	3%
DOCTORS' OR DENTISTS' WAITING ROOMS											
BANNED	72%	72%	73%	72%	73%	74%	71%	72%	70%	69%	70%
NOT BANNED	25%	25%	25%	26%	25%	23%	27%	25%	28%	28%	28%
DON'T KNOW	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%

000265525

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)

	TOTAL -----	FLIGHTS ON COMMERCIAL AIRLINES -----					EATEN OUT IN A RESTAURANT -----				
		NONE -----	1 - 3 -----	4 - 9 -----	10 OR MORE -----	DON'T KNOW -----	NONE -----	1 - 3 -----	4 - 9 -----	10 OR MORE -----	DON'T KNOW -----
TOTAL RESPONDENTS	2500 100%	1789 100%	472 100%	156 100%	74 100%	9 100%	453 100%	1001 100%	693 100%	346 100%	7 100%
TRAINS, AIRPLANES, BUSES -----											
BANNED	26%	26%	28%	25%	20%	22%	28%	25%	29%	22%	14%
NOT BANNED	70%	70%	68%	69%	78%	78%	64%	71%	68%	75%	86%
DON'T KNOW	4%	4%	4%	6%	1%	-%	8%	4%	3%	3%	-%
EATING PLACES -----											
BANNED	23%	23%	27%	19%	22%	22%	26%	23%	23%	21%	14%
NOT BANNED	73%	73%	69%	74%	77%	78%	66%	73%	74%	76%	86%
DON'T KNOW	4%	4%	4%	6%	1%	-%	8%	4%	2%	3%	-%
THEATRES -----											
BANNED	49%	47%	54%	53%	57%	56%	44%	49%	52%	49%	57%
NOT BANNED	47%	49%	43%	42%	42%	44%	48%	47%	46%	49%	43%
DON'T KNOW	4%	5%	3%	5%	1%	-%	8%	4%	2%	2%	-%
WORK PLACES OR OFFICES -----											
BANNED	18%	18%	20%	19%	11%	22%	19%	18%	20%	16%	29%
NOT BANNED	76%	76%	75%	76%	88%	78%	72%	76%	76%	81%	71%
DON'T KNOW	6%	6%	5%	5%	1%	-%	9%	6%	4%	3%	-%

9255992000

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
 (CARD SHOWN RESPONDENT)

	TOTAL -----	FLIGHTS ON COMMERCIAL AIRLINES -----						EATEN OUT IN A RESTAURANT -----					
		NONE -----	1 - 3 -----	4 - 9 -----	10 OR MORE -----	DON'T KNOW -----		NONE -----	1 - 3 -----	4 - 9 -----	10 OR MORE -----	DON'T KNOW -----	
TOTAL RESPONDENTS	2500 100%	1789 100%	472 100%	156 100%	74 100%	9 100%		453 100%	1001 100%	693 100%	346 100%	7 100%	
INDOOR SPORTING EVENTS -----													
BANNED	36%	35%	39%	39%	30%	44%		34%	35%	40%	34%	29%	
NOT BANNED	59%	60%	57%	55%	69%	56%		58%	60%	58%	62%	71%	
DON'T KNOW	5%	5%	4%	6%	1%	-%		8%	5%	2%	4%	-%	
PUBLIC MEETINGS -----													
BANNED	32%	32%	34%	31%	38%	33%		31%	30%	35%	34%	14%	
NOT BANNED	63%	64%	62%	63%	59%	67%		60%	65%	63%	63%	86%	
DON'T KNOW	5%	5%	4%	6%	3%	-%		8%	5%	3%	4%	-%	
BARBER OR BEAUTY SHOPS -----													
BANNED	25%	25%	27%	21%	16%	44%		29%	25%	25%	20%	29%	
NOT BANNED	69%	69%	69%	69%	82%	44%		62%	69%	71%	75%	71%	
DON'T KNOW	6%	6%	4%	10%	1%	11%		9%	6%	4%	5%	-%	
TRAIN, PLANE, OR BUS STATIONS -----													
BANNED	17%	18%	18%	13%	8%	11%		24%	16%	17%	15%	14%	
NOT BANNED	78%	77%	78%	80%	91%	78%		68%	79%	80%	82%	86%	
DON'T KNOW	5%	5%	4%	6%	1%	11%		8%	5%	3%	3%	-%	

000265527

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
(CARD SHOWN RESPONDENT)

	TOTAL -----	FLIGHTS ON COMMERCIAL AIRLINES -----						EATEN OUT IN A RESTAURANT -----					
		NONE -----	1 - 3 -----	4 - 9 -----	10 OR MORE -----	DON'T KNOW -----		NONE -----	1 - 3 -----	4 - 9 -----	10 OR MORE -----	DON'T KNOW -----	
TOTAL RESPONDENTS	2500 100%	1789 100%	472 100%	156 100%	74 100%	9 100%		453 100%	1001 100%	693 100%	346 100%	7 100%	
ELEVATORS -----													
BANNED	89%	88%	93%	92%	86%	67%		89%	89%	88%	90%	71%	
NOT BANNED	10%	11%	6%	8%	12%	33%		10%	10%	11%	9%	29%	
DON'T KNOW	1%	1%	1%	-%	1%	-%		1%	1%	1%	1%	-%	
TAXIS -----													
BANNED	35%	36%	37%	29%	30%	22%		42%	35%	33%	32%	57%	
NOT BANNED	61%	61%	59%	65%	69%	78%		55%	61%	64%	66%	43%	
DON'T KNOW	3%	3%	3%	5%	1%	-%		3%	4%	3%	2%	-%	
RETAIL STORES -----													
BANNED	59%	59%	62%	53%	36%	67%		67%	58%	57%	54%	43%	
NOT BANNED	40%	39%	37%	45%	61%	33%		32%	40%	41%	44%	57%	
DON'T KNOW	2%	2%	1%	2%	3%	-%		1%	2%	2%	1%	-%	

8255992000

Q. 16 - FOR VARIOUS PLACES, WHETHER SMOKING SHOULD BE BANNED ENTIRELY OR NOT
 (CARD SHOWN RESPONDENT)

	TOTAL *****	FLIGHTS ON COMMERCIAL AIRLINES					EATEN OUT IN A RESTAURANT				
		NONE *****	1 - 3 *****	4 - 9 *****	10 OR MORE *****	DON'T KNOW *****	NONE *****	1 - 3 *****	4 - 9 *****	10 OR MORE *****	DON'T KNOW *****
TOTAL RESPONDENTS	2300 100%	1789 100%	472 100%	156 100%	74 100%	9 100%	453 100%	1001 100%	693 100%	346 100%	7 100%
CITY, STATE OR FEDERAL BUILDINGS -----											
BANNED	33%	33%	35%	26%	26%	33%	40%	32%	30%	30%	29%
NOT BANNED	63%	63%	62%	67%	70%	67%	54%	64%	67%	67%	71%
DON'T KNOW	4%	4%	3%	6%	4%	-%	6%	4%	3%	3%	-%
DOCTORS' OR DENTISTS' WAITING ROOMS -----											
BANNED	72%	72%	76%	65%	61%	56%	74%	72%	74%	70%	43%
NOT BANNED	25%	25%	22%	30%	39%	44%	24%	26%	25%	27%	57%
DON'T KNOW	2%	2%	2%	4%	-%	-%	2%	3%	2%	2%	-%

6255992000

Q.17 - WHERE SMOKING IN PUBLIC PLACES IS PROHIBITED BY LAW, SHOULD THE
PENALTY FOR SMOKING BY A JAIL TERM, FINE, OR WARNING TO STOP
(ASKED OF ALL RESPONDENTS)

	TOTAL			SMOKERS			NON-SMOKERS		
	1982	1980	1978	1982	1980	1978	1982	1980	1978
NUMBER OF RESPONDENTS	2500	2512	2511	812	915	920	1688	1597	1591
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%
JAIL	1	1	1	1	*	*	2	1	1
FINE	32	27	29	17	17	15	39	33	37
WARNING	65	69	65	79	77	78	57	64	58
DON'T KNOW/NO ANSWER	2	4	5	3	6	6	2	3	5

* LESS THAN .5 PERCENT

000265530

Q. 17 - WHERE SMOKING IS PROHIBITED BY LAW, SHOULD THE PENALTY FOR SMOKING BE
A JAIL TERM, A FINE, OR A WARNING TO STOP

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
	HEAVY SMOKERS									
	-----							-----		
	TOTAL	TOTAL	LIGHT	MODER-	TOTAL		40 OR	TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE	NON-	SMOKERS	SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
JAIL	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%
FINE	32%	17%	18%	22%	15%	16%	13%	39%	34%	42%
WARNING	65%	79%	79%	73%	82%	81%	84%	57%	62%	55%
DON'T KNOW	2%	3%	1%	3%	3%	3%	2%	2%	3%	2%

1000265531

Q. 17 - WHERE SMOKING IS PROHIBITED BY LAW, SHOULD THE PENALTY FOR SMOKING BE
A JAIL TERM, A FINE, OR A WARNING TO STOP

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
JAIL	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%
FINE	32%	38%	27%	32%	31%	33%	23%	32%	34%	34%	26%	34%	37%	32%	29%	18%
WARNING	65%	58%	69%	63%	66%	64%	73%	64%	61%	63%	69%	63%	60%	64%	67%	76%
DON'T KNOW	2%	2%	3%	3%	2%	2%	3%	3%	3%	2%	3%	2%	2%	3%	2%	4%

000265532

Q. 17 - WHERE SMOKING IS PROHIBITED BY LAW, SHOULD THE PENALTY FOR SMOKING BE
A JAIL TERM, A FINE, OR A WARNING TO STOP

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
JAIL	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
FINE	32%	21%	31%	34%	39%	25%	26%	42%	28%	35%	41%
WARNING	65%	75%	65%	62%	58%	71%	70%	54%	68%	62%	54%
DON'T KNOW	2%	3%	3%	3%	2%	2%	2%	3%	2%	1%	3%

000265533

Q. 17 - WHERE SMOKING IS PROHIBITED BY LAW, SHOULD THE PENALTY FOR SMOKING BE
A JAIL TERM, A FINE, OR A WARNING TO STOP

	TOTAL	FLIGHTS ON COMMERCIAL AIRLINES						EATEN OUT IN A RESTAURANT					
		NONE	1	3	4	9	10 OR MORE	10 OR MORE	1	3	4	9	10 OR MORE
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500 100%	1789 100%	472 100%	156 100%	74 100%	9 100%		453 100%	1001 100%	693 100%	346 100%	7 100%	
JAIL	1%	1%	1%	3%	-%	11%		1%	1%	1%	2%	14%	
FINE	32%	30%	36%	37%	36%	11%		27%	30%	35%	34%	14%	
WARNING	65%	67%	61%	56%	57%	78%		69%	66%	61%	61%	57%	
DON'T KNOW	2%	2%	2%	4%	7%	-%		3%	2%	2%	3%	14%	

0002665534

Q.18X - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST
ARGUMENTS FOR PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES

(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	TOTAL				SMOKERS				NON-SMOKERS			
	1982	1978	1976	1974	1982	1978	1976	1974	1982	1978	1976	1974
NUMBER OF RESPONDENTS	1270	1287	2507	2487	424	465	937	1011	846	822	1570	1476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%
THE HEALTH OF NON-SMOKERS IS HARMED BY OTHER PEOPLE SMOKING IN THEIR PRESENCE	36	33	25	22	24	19	15	13	42	40	31	28
NON-SMOKERS ARE A MAJORITY AND SO THEIR RIGHTS COME BEFORE THE RIGHTS OF SMOKERS	6	6	7	5	6	4	7	4	6	6	7	5
EVEN IF THERE IS NO HEALTH HAZARD TO THEM, MANY PEOPLE ARE ANNOYED BY OTHER PEOPLE SMOKING IN THEIR PRESENCE	20	21	21	24	21	20	20	23	20	22	21	25
NON-SMOKERS ARE ENTITLED TO BREATHE AIR FREE OF TOBACCO SMOKE	22	23	24	20	16	15	16	13	25	28	29	24
THE GOVERNMENT SHOULD PROTECT PEOPLE WHO DON'T WANT OTHER PEOPLE TO SMOKE AROUND THEM IN PUBLIC PLACES	10	10	10	9	7	7	8	6	12	11	12	10
SOME NON-SMOKERS ARE ALLERGIC TO TOBACCO SMOKE	23	22	23	23	28	23	26	24	21	22	22	23
TOBACCO SMOKE CAN CONTRIBUTE TO THE DISCOMFORT OF MANY INDIVIDUALS	17	18	22	24	14	18	21	22	18	18	23	25
SMOKING IS AN UNATTRACTIVE HABIT	4	3	XXX	XXX	2	3	XXX	XXX	5	4	XXX	XXX
SMOKING CREATES LITTER PROBLEMS	5	5	XXX	XXX	5	6	XXX	XXX	5	4	XXX	XXX
IT WOULD NOT BE A HARDSHIP ON SMOKERS TO STOP SMOKING IN PUBLIC PLACES	7	9	8	7	9	12	11	9	6	8	6	6
SMOKING TENDS TO BE A FIRE HAZARD IN PUBLIC PLACES	29	29	26	28	29	32	27	28	29	28	26	28
NONE	5	5	6	7	10	11	10	13	2	2	3	2
DON'T KNOW/NO ANSWER	2	3	4	3	3	3	4	4	2	3	3	3

XXX TREND NOT APPLICABLE BECAUSE OF DIFFERENT WORDING OF ITEM

5555992000

Q. 18X - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS FOR PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

S M O K E R S									

HEAVY SMOKERS					N O N - S M O K E R S				
-----					-----				
MODER- TOTAL					TOTAL				
ATE HEAVY					NON-				
SMOKERS 20 - 39 MORE					SMOKERS				
TOTAL					EX- NEVER				
SMOKERS					SMOKERS				
TOTAL					TOTAL				
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**Q. 18X - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS
FOR PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)**

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	LIGHT	MODER-	TOTAL		40 OR		TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	1270	424	50	110	261	207	54	846	297	549
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
IT WOULD NOT BE A HARDSHIP ON SMOKERS TO STOP SMOKING IN PUBLIC PLACES	7%	9%	4%	8%	11%	11%	11%	6%	7%	5%
SMOKING TENDS TO BE A FIRE HAZARD IN PUBLIC PLACES	29%	29%	30%	28%	29%	27%	35%	29%	28%	29%
NONE	5%	10%	10%	6%	12%	12%	15%	2%	4%	1%
DON'T KNOW	2%	3%	2%	6%	2%	2%	2%	2%	3%	1%

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G. 18X - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS
FOR PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	AGE			SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D	
TOTAL RESPONDENTS	1270 100%	552 100%	718 100%	589 100%	681 100%	1105 100%	135 100%	62 100%	293 100%	341 100%	407 100%	229 100%	469 100%	393 100%	280 100%	128 100%	
THE HEALTH OF NONSMOKERS IS HARMED BY OTHER PEOPLE SMOKING IN THEIR PRESENCE	36%	38%	35%	33%	39%	37%	29%	45%	37%	32%	36%	42%	34%	38%	38%	34%	
NONSMOKERS ARE A MAJORITY AND SO THEIR RIGHTS COME BEFORE THE RIGHTS OF SMOKERS	6%	7%	5%	7%	5%	5%	10%	5%	5%	7%	7%	2%	5%	4%	8%	10%	
EVEN IF THERE IS NO HEALTH HAZARD TO THEM, MANY PEOPLE ARE ANNOYED BY OTHER PEOPLE SMOKING IN THEIR PRESENCE	20%	22%	19%	20%	20%	19%	27%	23%	18%	21%	20%	21%	23%	16%	18%	28%	
NONSMOKERS ARE ENTITLED TO BREATHE AIR FREE OF TOBACCO SMOKE	22%	24%	20%	23%	20%	22%	13%	24%	25%	19%	18%	28%	22%	23%	21%	19%	
THE GOVERNMENT SHOULD PROTECT PEOPLE WHO DON'T WANT OTHER PEOPLE TO SMOKE AROUND THEM IN PUBLIC PLACES	10%	9%	11%	12%	9%	9%	16%	15%	12%	9%	10%	9%	13%	7%	8%	12%	
SOME NONSMOKERS ARE ALLERGIC TO TOBACCO SMOKE	23%	21%	25%	21%	26%	23%	27%	16%	18%	19%	30%	25%	20%	24%	27%	24%	
TOBACCO SMOKE CAN CONTRIBUTE TO THE DISCOMFORT OF MANY INDIVIDUALS	7%	16%	18%	15%	18%	17%	13%	10%	14%	17%	17%	19%	19%	17%	15%	13%	
SMOKING IS AN UNATTRACTIVE HABIT	4%	4%	4%	4%	4%	3%	8%	3%	7%	5%	3%	1%	5%	4%	2%	5%	
SMOKING CREATES LITTER PROBLEMS IN PUBLIC PLACES	5%	5%	5%	6%	5%	5%	7%	6%	3%	6%	7%	3%	4%	5%	5%	6%	
IT WOULD NOT BE A HARDSHIP ON SMOKERS TO STOP SMOKING IN PUBLIC PLACES	7%	7%	7%	8%	6%	7%	4%	6%	7%	8%	6%	7%	7%	8%	6%	7%	

Q. 18X - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS
FOR PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
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TOTAL RESPONDENTS	1270 100%	552 100%	718 100%	589 100%	681 100%	1105 100%	135 100%	62 100%	293 100%	341 100%	407 100%	229 100%	469 100%	393 100%	280 100%	128 100%
SMOKING TENDS TO BE A FIRE HAZARD IN PUBLIC PLACES	29%	28%	29%	26%	31%	29%	26%	24%	28%	28%	31%	26%	27%	33%	26%	26%
NONE	5%	3%	6%	4%	5%	4%	7%	8%	5%	5%	3%	5%	6%	5%	3%	2%
DON'T KNOW	2%	1%	3%	3%	2%	2%	3%	2%	4%	2%	2%	1%	3%	2%	3%	-%

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G.18X - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS
FOR PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	10M	20M	30M	NON	HIGH				BLUE	WHITE	PROF.
	UNDER	UNDER	AND	H-S	SCHOO				COLLA	COLLA	& MGR
TOTAL	10M	20M	30M	GRAD	GRAD	COLLEGE					
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	1270	290	342	313	315	321	462	487	334	214	220
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
THE HEALTH OF NONSMOKERS IS HARMED BY OTHER PEOPLE SMOKING IN THEIR PRESENCE	36%	32%	41%	32%	38%	31%	36%	40%	35%	40%	40%
NONSMOKERS ARE A MAJORITY AND SO THEIR RIGHTS COME BEFORE THE RIGHTS OF SMOKERS	6%	7%	8%	6%	3%	8%	6%	4%	6%	5%	4%
EVEN IF THERE IS NO HEALTH HAZARD TO THEM, MANY PEOPLE ARE ANNOYED BY OTHER PEOPLE SMOKING IN THEIR PRESENCE	20%	26%	18%	19%	18%	20%	21%	20%	22%	21%	16%
NONSMOKERS ARE ENTITLED TO BREATHE AIR FREE OF TOBACCO SMOKE	22%	20%	20%	23%	24%	18%	23%	23%	21%	20%	26%
THE GOVERNMENT SHOULD PROTECT PEOPLE WHO DON'T WANT OTHER PEOPLE TO SMOKE AROUND THEM IN PUBLIC PLACES	10%	12%	12%	8%	8%	12%	10%	9%	11%	8%	10%
SOME NONSMOKERS ARE ALLERGIC TO TOBACCO SMOKE	23%	26%	20%	26%	23%	24%	25%	22%	25%	24%	23%
TOBACCO SMOKE CAN CONTRIBUTE TO THE DISCOMFORT OF MANY INDIVIDUALS	17%	16%	13%	19%	20%	12%	18%	19%	14%	15%	17%
SMOKING IS AN UNATTRACTIVE HABIT	4%	5%	4%	5%	2%	5%	4%	3%	6%	4%	3%
SMOKING CREATES LITTER PROBLEMS IN PUBLIC PLACES	5%	8%	4%	5%	4%	7%	4%	5%	4%	6%	4%
IT WOULD NOT BE A HARDSHIP ON SMOKERS TO STOP SMOKING IN PUBLIC PLACES	7%	6%	8%	8%	6%	6%	6%	8%	6%	7%	8%

000265540

Q. 18X - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS
FOR PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	INCOME				FORMAL EDUCATION			OCCUPATION			
	10M	20M	30M	AND	NON	HIGH		BLUE	WHITE	PROF.	
TOTAL	UNDER 10M	UNDER 20M	UNDER 30M	OVER	H-S GRAD	SCHOOL GRAD	COLLEGE	COLLA	COLLA	& MOR	
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	1270	290	342	313	315	321	462	487	334	214	220
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SMOKING TENDS TO BE A FIRE HAZARD IN PUBLIC PLACES	29%	28%	29%	29%	29%	31%	25%	31%	23%	32%	29%
NONE	5%	3%	4%	4%	8%	6%	5%	4%	5%	4%	5%
DON'T KNOW	2%	2%	3%	3%	1%	3%	3%	1%	4%	1%	2%

000265541

Q.18Y - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST
 ARGUMENTS FOR NOT PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
 (ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	TOTAL				SMOKERS				NON-SMOKERS			
	1982	1978	1976	1974	1982	1978	1976	1974	1982	1978	1976	1974
NUMBER OF RESPONDENTS	1230	1224	2507	2487	388	455	937	1011	842	769	1570	1476
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%
FIFTY-FIVE MILLION PEOPLE SMOKE AND IT WOULD BE A MISTAKE TO PASS A LAW THAT CAN'T BE ENFORCED	33	39	29	30	35	40	32	31	32	38	27	28
IT IS A QUESTION OF COURTESY AND NOT OF LEGISLATION	23	16	23	21	23	17	27	21	23	15	21	22
IF THIS LAW IS PASSED THE POLICE WILL HAVE TO SPEND TOO MUCH TIME AND MONEY TRYING TO ENFORCE IT	34	30	25	24	30	27	23	22	35	32	26	25
THERE IS NO CONVINCING EVIDENCE THAT SMOKING AFFECTS THE HEALTH OF NON-SMOKERS	6	6	6	6	7	8	9	9	5	5	5	5
IT IS REALLY AN ATTEMPT TO MAKE SMOKERS UNCOMFORTABLE AND GIVE UP THE HABIT	5	4	5	4	6	5	6	5	4	3	5	4
IT WOULD CAUSE HIGHER GOVERNMENT COSTS AND LOSS OF TAX REVENUE	16	18	16	14	15	16	14	13	17	18	17	15
AUTOMOBILES AND INDUSTRY ARE A FAR MORE SERIOUS SOURCE OF AIR POLLUTION THAN TOBACCO SMOKE	12	11	15	17	18	13	18	20	10	9	13	15
THE GOVERNMENT SHOULD NOT HAVE THE POWER TO INTERFERE WITH A PERSON'S FREEDOM TO SMOKE IN PUBLIC PLACES	20	19	18	21	23	24	25	27	18	17	15	17
UNLESS IT IS PROVEN THAT IT IS A HEALTH HAZARD TO OTHERS PEOPLE SHOULD HAVE A RIGHT TO SMOKE IN PUBLIC PLACES	9	8	10	11	11	11	11	14	8	6	9	10
WITH PROPER VENTILATION, SMOKING WILL NOT BE A PROBLEM TO NON-SMOKERS	11	14	13	13	14	14	14	14	9	13	13	13
NONE	5	6	6	4	1	4	2	2	7	8	8	6
DON'T KNOW/NO ANSWER	3	4	5	5	3	3	5	3	4	5	6	6

2455992000

**Q.18Y - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS
FOR NOT PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)**

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	1230 100%	388 100%	37 100%	90 100%	259 100%	193 100%	66 100%	842 100%	302 100%	539 100%
FIFTY-FIVE MILLION PEOPLE SMOKE AND IT WOULD BE A MISTAKE TO PASS A LAW THAT CAN'T BE ENFORCED	33%	35%	41%	42%	32%	35%	26%	32%	32%	32%
IT IS A QUESTION OF COURTESY AND NOT OF LEGISLATION	23%	23%	19%	11%	27%	24%	35%	23%	20%	24%
IF THIS LAW IS PASSED THE POLICE WILL HAVE TO SPEND TOO MUCH TIME AND MONEY TRYING TO ENFORCE IT	34%	30%	19%	31%	31%	34%	21%	35%	32%	37%
THERE IS NO CONVINCING EVIDENCE THAT SMOKING AFFECTS THE HEALTH OF NONSMOKERS	6%	7%	3%	10%	7%	5%	14%	5%	4%	6%
IT IS REALLY AN ATTEMPT TO MAKE SMOKERS UNCOMFORTABLE AND GIVE UP THE HABIT	5%	6%	14%	8%	5%	5%	5%	4%	6%	2%
IT WOULD CAUSE HIGHER GOVERNMENT COSTS AND LOSS OF TAX REVENUES	16%	15%	11%	20%	14%	15%	9%	17%	17%	17%
AUTOMOBILES AND INDUSTRY ARE A FAR MORE SERIOUS SOURCE OF AIR POLLUTION THAN TOBACCO SMOKE	12%	18%	22%	20%	17%	19%	14%	10%	12%	9%
THE GOVERNMENT SHOULD NOT HAVE THE POWER TO INTERFERE WITH A PERSON'S FREEDOM TO SMOKE IN PUBLIC PLACES	20%	23%	14%	21%	24%	24%	24%	18%	20%	17%

000265543

Q. 18Y - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS
FOR NOT PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	1230	388	37	90	259	193	66	842	302	539
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNLESS IT IS PROVEN THAT IT IS A HEALTH HAZARD TO OTHERS, PEOPLE SHOULD HAVE THE RIGHT TO SMOKE IN PUBLIC PLACES	9%	11%	8%	13%	10%	6%	21%	8%	10%	8%
WITH PROPER VENTILATION, SMOKING WILL NOT BE A PROBLEM TO NONSMOKERS	11%	14%	22%	9%	14%	16%	9%	9%	10%	9%
NONE	5%	1%	3%	-%	1%	1%	-%	7%	6%	7%
DON'T KNOW	3%	3%	8%	1%	2%	2%	5%	4%	4%	4%

0002665544

Q. 18Y - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS
FOR NOT PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	1230 100%	490 100%	740 100%	597 100%	633 100%	1068 100%	136 100%	55 100%	282 100%	334 100%	393 100%	221 100%	456 100%	382 100%	270 100%	122 100%
FIFTY-FIVE MILLION PEOPLE SMOKE AND IT WOULD BE A MISTAKE TO PASS A LAW THAT CAN'T BE ENFORCED	33%	34%	32%	33%	33%	33%	37%	45%	31%	29%	37%	35%	29%	37%	34%	36%
IT IS A QUESTION OF COURTESY AND NOT OF LEGISLATION	23%	21%	24%	23%	22%	24%	15%	15%	19%	24%	24%	24%	23%	21%	25%	20%
IF THIS LAW IS PASSED THE POLICE WILL HAVE TO SPEND TOO MUCH TIME AND MONEY TRYING TO ENFORCE IT	34%	37%	31%	34%	33%	35%	25%	33%	32%	36%	28%	43%	32%	33%	40%	29%
THERE IS NO CONVINCING EVIDENCE THAT SMOKING AFFECTS THE HEALTH OF NONSMOKERS	6%	6%	6%	6%	6%	5%	8%	4%	5%	6%	7%	5%	6%	4%	8%	7%
IT IS REALLY AN ATTEMPT TO MAKE SMOKERS UNCOMFORTABLE AND GIVE UP THE HABIT	5%	5%	4%	5%	4%	4%	7%	4%	4%	4%	7%	1%	4%	5%	4%	7%
IT WOULD CAUSE HIGHER GOVERNMENT COSTS AND LOSS OF TAX REVENUES	16%	16%	17%	17%	16%	15%	24%	16%	20%	18%	14%	14%	20%	12%	14%	21%
AUTOMOBILES AND INDUSTRY ARE A FAR MORE SERIOUS SOURCE OF AIR POLLUTION THAN TOBACCO SMOKE	12%	16%	10%	12%	13%	12%	15%	7%	9%	13%	14%	13%	14%	13%	8%	14%
THE GOVERNMENT SHOULD NOT HAVE THE POWER TO INTERFERE WITH A PERSON'S FREEDOM TO SMOKE IN PUBLIC PLACES	20%	22%	18%	21%	19%	20%	15%	22%	17%	24%	17%	20%	16%	22%	20%	23%

000265545

Q.18Y - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS
FOR NOT PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	1230	490	740	597	633	1068	136	55	282	334	393	221	456	382	270	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNLESS IT IS PROVEN THAT IT IS A HEALTH HAZARD TO OTHERS, PEOPLE SHOULD HAVE THE RIGHT TO SMOKE IN PUBLIC PLACES	9%	10%	9%	10%	9%	9%	13%	11%	6%	10%	12%	7%	9%	10%	6%	11%
WITH PROPER VENTILATION, SMOKING WILL NOT BE A PROBLEM TO NONSMOKERS	11%	9%	12%	11%	10%	10%	13%	16%	12%	12%	10%	10%	11%	11%	9%	12%
NONE	5%	5%	5%	5%	5%	5%	4%	2%	7%	3%	4%	7%	7%	5%	3%	1%
DON'T KNOW	3%	1%	5%	3%	4%	3%	7%	2%	7%	4%	2%	4%	6%	3%	2%	4%

000265546

Q. 18Y - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS
FOR NOT PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	INCOME				FORMAL EDUCATION				OCCUPATION		
	10M	20M	30M	NON	HIGH				BLUE	WHITE	PROF.
	UNDER	UNDER	UNDER	AND	H-S	SCHOO			COLLA	COLLA	& MOR
TOTAL	10M	20M	30M	OVER	GRAD	GRAD	COLLEQ		COLLA	COLLA	& MOR
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	1230	260	351	310	299	342	435	453	340	202	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FIFTY-FIVE MILLION PEOPLE SMOKE AND IT WOULD BE A MISTAKE TO PASS A LAW THAT CAN'T BE ENFORCED	33%	34%	33%	32%	34%	35%	31%	34%	33%	31%	35%
IT IS A QUESTION OF COURTESY AND NOT OF LEGISLATION	23%	20%	22%	22%	26%	20%	22%	25%	20%	25%	29%
IF THIS LAW IS PASSED THE POLICE WILL HAVE TO SPEND TOO MUCH TIME AND MONEY TRYING TO ENFORCE IT	34%	32%	31%	37%	35%	29%	34%	37%	33%	36%	35%
THERE IS NO CONVINCING EVIDENCE THAT SMOKING AFFECTS THE HEALTH OF NONSMOKERS	6%	8%	7%	4%	5%	6%	8%	4%	6%	8%	3%
IT IS REALLY AN ATTEMPT TO MAKE SMOKERS UNCOMFORTABLE AND GIVE UP THE HABIT	5%	6%	5%	4%	4%	7%	4%	3%	5%	5%	3%
IT WOULD CAUSE HIGHER GOVERNMENT COSTS AND LOSS OF TAX REVENUES	16%	16%	21%	12%	17%	15%	17%	16%	19%	19%	15%
AUTOMOBILES AND INDUSTRY ARE A FAR MORE SERIOUS SOURCE OF AIR POLLUTION THAN TOBACCO SMOKE	12%	12%	13%	12%	12%	9%	16%	12%	11%	17%	13%
THE GOVERNMENT SHOULD NOT HAVE THE POWER TO INTERFERE WITH A PERSON'S FREEDOM TO SMOKE IN PUBLIC PLACES	20%	13%	19%	23%	23%	16%	19%	22%	18%	20%	23%

000265547

Q. 18Y - WHICH ONE OR TWO OF A LIST OF ARGUMENTS ARE THE VERY STRONGEST ARGUMENTS
FOR NOT PASSING A LAW AGAINST SMOKING IN PUBLIC PLACES
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	1230 100%	260 100%	351 100%	310 100%	299 100%	342 100%	435 100%	453 100%	340 100%	202 100%	208 100%
UNLESS IT IS PROVEN THAT IT IS A HEALTH HAZARD TO OTHERS, PEOPLE SHOULD HAVE THE RIGHT TO SMOKE IN PUBLIC PLACES	9%	13%	8%	8%	9%	9%	11%	8%	11%	6%	6%
WITH PROPER VENTILATION, SMOKING WILL NOT BE A PROBLEM TO NONSMOKERS	11%	14%	10%	9%	11%	12%	12%	9%	10%	11%	8%
NONE	5%	5%	4%	6%	5%	5%	3%	7%	5%	3%	8%
DON'T KNOW	3%	5%	4%	2%	2%	7%	3%	2%	4%	1%	*%

000265548

Q.19 - WHETHER THINK SMOKING IS A HABIT, AN ADDICTION OR NEITHER ONE
(ASKED OF ALL RESPONDENTS)

	TOTAL			SMOKERS			NON-SMOKERS		
	1982	1980	1978	1982	1980	1978	1982	1980	1978
NUMBER OF RESPONDENTS	2500	2512	2511	812	915	920	1688	1597	1591
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%
HABIT	45	48	50	52	56	57	41	44	45
ADDICTION	33	29	29	25	24	22	37	31	33
NEITHER ONE	2	3	2	4	5	4	2	2	1
BOTH (VOL.)	19	19	17	19	14	15	19	21	18
DON'T KNOW/NO ANSWER	1	1	2	*	*	1	1	2	3

* LESS THAN .5 PERCENT

0002665549

Q.19 - WHETHER THINK SMOKING IS A HABIT, AN ADDICTION OR NEITHER ONE

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
	HEAVY SMOKERS									
	-----							-----		
	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE		TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
A HABIT	45%	52%	53%	55%	50%	52%	43%	41%	44%	40%
AN ADDICTION	33%	25%	21%	26%	26%	25%	28%	37%	35%	39%
NEITHER ONE	2%	4%	8%	3%	3%	3%	4%	2%	3%	1%
BOTH (VOL.)	19%	19%	16%	17%	20%	19%	25%	19%	19%	20%
DON'T KNOW	1%	*%	2%	-%	*%	*%	-%	1%	1%	1%

0555992000

Q. 19 - WHETHER THINK SMOKING IS A HABIT, AN ADDICTION OR NEITHER ONE

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
A HABIT	45%	43%	45%	46%	43%	42%	65%	55%	46%	44%	49%	34%	44%	40%	45%	59%
AN ADDICTION	33%	34%	33%	33%	33%	35%	18%	27%	36%	34%	27%	40%	34%	36%	33%	24%
NEITHER ONE	2%	3%	2%	3%	2%	2%	4%	3%	2%	3%	2%	2%	2%	2%	1%	4%
BOTH (VOL.)	19%	20%	19%	18%	21%	20%	12%	15%	15%	19%	20%	22%	19%	20%	21%	13%
DON'T KNOW	1%	*%	1%	1%	1%	1%	1%	1%	*%	*%	1%	2%	1%	1%	-%	1%

1555992000

Q. 19 - WHETHER THINK SMOKING IS A HABIT, AN ADDICTION OR NEITHER ONE

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
A HABIT	45%	60%	46%	38%	36%	56%	47%	34%	47%	43%	32%
AN ADDICTION	33%	21%	33%	37%	41%	26%	32%	39%	33%	33%	42%
NEITHER ONE	2%	2%	3%	3%	1%	3%	3%	2%	3%	1%	1%
BOTH (VOL.)	19%	16%	18%	21%	22%	15%	18%	24%	17%	21%	24%
DON'T KNOW	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%

2555992000

Q.20 - HOW CONCERNED ARE YOU ABOUT THIS CIGARETTE BOOTLEGGING
(FROM LOW TAX STATES TO HIGH TAX STATES)

	TOTAL		SMOKERS		NON-SMOKERS	
	1982	1978	1982	1978	1982	1978
NUMBER OF RESPONDENTS	2500	2511	812	920	1688	1591
	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%
VERY CONCERNED	10	12	8	10	11	14
SOMEWHAT CONCERNED	19	22	14	17	22	25
NOT TOO CONCERNED	26	26	24	28	27	24
NOT AT ALL CONCERNED	41	35	50	41	37	32
DON'T KNOW/NO ANSWER	3	4	3	4	4	5

000265553

Q. 20 - HOW CONCERNED ARE YOU ABOUT CIGARETTE BOOTLEGGING
 (FROM LOW TAX STATES TO HIGH TAX STATES)

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
				MODER- ATE SMOKERS	T O T A L H E A V Y S M O K E R S			T O T A L N O N - S M O K E R S		
	TOTAL SMOKERS	LIGHT SMOKERS			20 - 39	40 OR MORE		SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
VERY CONCERNED	10%	8%	7%	13%	7%	7%	7%	11%	13%	9%
SOMEWHAT CONCERNED	19%	14%	15%	13%	14%	13%	17%	22%	17%	25%
NOT TOO CONCERNED	26%	24%	29%	23%	24%	26%	15%	27%	27%	27%
NOT AT ALL CONCERNED	41%	50%	43%	47%	53%	51%	60%	37%	39%	35%
DON'T KNOW	3%	3%	7%	4%	2%	2%	2%	4%	4%	3%

000265554

**Q. 20 - HOW CONCERNED ARE YOU ABOUT CIGARETTE BOOTLEGGING
(FROM LOW TAX STATES TO HIGH TAX STATES)**

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
VERY CONCERNED	10%	7%	12%	10%	10%	10%	9%	6%	9%	8%	12%	11%	9%	11%	10%	9%
SOMEWHAT CONCERNED	19%	18%	20%	18%	21%	20%	18%	15%	21%	20%	19%	18%	18%	19%	22%	22%
NOT TOO CONCERNED	26%	28%	25%	25%	27%	26%	28%	24%	23%	30%	26%	24%	24%	25%	30%	28%
NOT AT ALL CONCERNED	41%	43%	40%	44%	38%	41%	39%	47%	42%	40%	41%	43%	43%	43%	36%	40%
DON'T KNOW	3%	4%	3%	3%	4%	3%	6%	9%	6%	2%	3%	3%	6%	2%	2%	1%

SSSS992000

Q. 20 - HOW CONCERNED ARE YOU ABOUT CIGARETTE BOOTLEGGING
(FROM LOW TAX STATES TO HIGH TAX STATES)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
		=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
VERY CONCERNED	10%	13%	10%	10%	8%	11%	10%	9%	9%	7%	8%
SOMEWHAT CONCERNED	19%	16%	21%	22%	17%	20%	21%	18%	20%	20%	19%
NOT TOO CONCERNED	26%	24%	28%	25%	27%	24%	27%	27%	24%	31%	24%
NOT AT ALL CONCERNED	41%	42%	38%	41%	45%	41%	40%	42%	42%	40%	46%
DON'T KNOW	3%	5%	3%	2%	3%	4%	3%	4%	4%	2%	3%

9555992000

Q.21X - AS WAY TO STOP CIGARETTE BOOTLEGGING, WHETHER WOULD FAVOR FEDERAL TAX THAT WOULD BRING THE COST OF A PACK OF CIGARETTES IN EVERY STATE UP TO LEVEL OF NEW YORK STATE, THE HIGHEST IN THE NATION

(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	TOTAL		SMOKERS		NON-SMOKERS	
	1982	1978	1982	1978	1982	1978
NUMBER OF RESPONDENTS	1270	1287	424	465	846	822
	100%	100%	100%	100%	100%	100%
	0	0	0	0	0	0
FAVOR	52	42	28	22	63	53
OPPOSED	33	42	60	66	20	29
DON'T KNOW/NO ANSWER	15	16	12	12	17	18

0002665557

Q. 21X - AS WAY TO STOP CIGARETTE BOOTLEGGING, WHETHER FAVOR OR OPPOSE FEDERAL TAX THAT WOULD BRING THE COST OF A
PACK OF CIGARETTES IN EVERY STATE UP TO THE LEVEL OF NEW YORK STATE, THE HIGHEST IN THE NATION
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
	HEAVY SMOKERS							-----		
	-----							-----		
	TOTAL	TOTAL	LIGHT	MODER-	TOTAL			TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	40 OR	NON-	SMOKERS	SMOKED
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS
TOTAL RESPONDENTS	1270	424	50	110	261	207	54	846	297	549
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FAVOR	52%	28%	40%	35%	23%	23%	24%	63%	59%	66%
OPPOSED	33%	60%	48%	51%	66%	65%	69%	20%	26%	16%
DON'T KNOW	15%	12%	12%	15%	11%	12%	7%	17%	16%	18%

0002665558

Q.21X - AS WAY TO STOP CIGARETTE BOOTLEGGING, WHETHER FAVOR OR OPPOSE FEDERAL TAX THAT WOULD BRING THE COST OF A
PACK OF CIGARETTES IN EVERY STATE UP TO THE LEVEL OF NEW YORK STATE, THE HIGHEST IN THE NATION
(ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	1270 100%	552 100%	718 100%	589 100%	681 100%	1105 100%	135 100%	62 100%	293 100%	341 100%	407 100%	229 100%	469 100%	393 100%	280 100%	128 100%
FAVOR	52%	49%	53%	49%	54%	53%	39%	63%	54%	55%	46%	54%	46%	59%	52%	47%
OPPOSED	33%	35%	31%	37%	30%	33%	36%	18%	23%	29%	41%	37%	28%	32%	38%	45%
DON'T KNOW	15%	16%	15%	14%	17%	14%	24%	19%	23%	16%	13%	9%	26%	9%	10%	9%

6555992000

Q. 21X - AS WAY TO STOP CIGARETTE BOOTLEGGING, WHETHER FAVOR OR OPPOSE FEDERAL TAX THAT WOULD BRING THE COST OF A
 PACK OF CIGARETTES IN EVERY STATE UP TO THE LEVEL OF NEW YORK STATE, THE HIGHEST IN THE NATION
 (ASKED OF RESPONDENTS INTERVIEWED ON X FORM)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	1270	290	342	313	315	321	462	487	334	214	220
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FAVOR	52%	51%	48%	54%	54%	47%	52%	55%	54%	46%	56%
OPPOSED	33%	32%	34%	34%	32%	37%	34%	30%	34%	36%	34%
DON'T KNOW	15%	17%	18%	13%	14%	16%	15%	16%	12%	19%	10%

0955992000

Q.21Y - AS WAY TO STOP CIGARETTE BOOTLEGGING, WHETHER WOULD FAVOR FEDERAL TAX THAT WOULD BRING THE COST OF A PACK OF CIGARETTES IN EVERY STATE DOWN TO LEVEL OF NORTH CAROLINA, THE LOWEST IN THE NATION

(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	TOTAL		SMOKERS		NON-SMOKERS	
	1982	1978	1982	1978	1982	1978
NUMBER OF RESPONDENTS	1230	1224	388	455	842	769
	100%	100%	100%	100%	100%	100%
	8	8	8	8	8	8
FAVOR	47	48	56	65	42	38
OPPOSED	38	34	32	22	41	41
DON'T KNOW/NO ANSWER	15	18	11	13	17	21

1955992000

Q. 21Y - AS WAY TO STOP CIGARETTE BOOTLEGGING, WHETHER FAVOR OR OPPOSE FEDERAL TAX THAT WOULD BRING THE COST OF A PACK OF CIGARETTES IN EVERY STATE DOWN TO THE LEVEL OF NORTH CAROLINA, THE LOWEST IN THE NATION
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	S M O K E R S							N O N - S M O K E R S		
	TOTAL	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	HEAVY SMOKERS			TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
					TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE			
TOTAL RESPONDENTS	1230	388	37	90	259	193	66	842	302	539
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FAVOR	47%	56%	57%	52%	58%	60%	52%	42%	42%	42%
OPPOSED	38%	32%	22%	33%	34%	33%	36%	41%	39%	42%
DON'T KNOW	15%	11%	22%	14%	8%	7%	12%	17%	19%	16%

000265562

Q. 21Y - AS WAY TO STOP CIGARETTE BOOTLEGGING, WHETHER FAVOR OR OPPOSE FEDERAL TAX THAT WOULD BRING THE COST OF A PACK OF CIGARETTES IN EVERY STATE DOWN TO THE LEVEL OF NORTH CAROLINA, THE LOWEST IN THE NATION
(ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	1230 100%	490 100%	740 100%	597 100%	633 100%	1068 100%	136 100%	55 100%	282 100%	334 100%	393 100%	221 100%	456 100%	382 100%	270 100%	122 100%
FAVOR	47%	46%	47%	46%	47%	47%	47%	56%	50%	46%	47%	43%	41%	52%	46%	52%
OPPOSED	38%	38%	38%	39%	38%	40%	31%	22%	28%	37%	41%	47%	34%	42%	41%	35%
DON'T KNOW	15%	16%	15%	15%	15%	14%	22%	22%	22%	16%	12%	10%	25%	6%	13%	12%

000265566

Q 21Y - AS WAY TO STOP CIGARETTE BOOTLEGGING, WHETHER FAVOR OR OPPOSE FEDERAL TAX THAT WOULD BRING THE COST OF A
 PACK OF CIGARETTES IN EVERY STATE DOWN TO THE LEVEL OF NORTH CAROLINA, THE LOWEST IN THE NATION
 (ASKED OF RESPONDENTS INTERVIEWED ON Y FORM)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M 20M	20M 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	1230 100%	260 100%	351 100%	310 100%	299 100%	342 100%	435 100%	453 100%	340 100%	202 100%	208 100%
FAVOR	47%	57%	48%	46%	37%	59%	49%	35%	55%	41%	32%
OPPOSED	38%	28%	36%	38%	51%	27%	37%	48%	30%	42%	53%
DON'T KNOW	15%	15%	16%	16%	13%	14%	14%	17%	14%	17%	15%

0002665564

Q.22,31 - DO YOU SMOKE CIGARETTES, BY THAT I MEAN AS MUCH AS A PACK A WEEK? (IF NO) HAVE YOU EVER SMOKED CIGARETTES REGULARLY

	TOTAL						
	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500	2512	2511	2507	2487	2499	2493
	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%
YES, SMOKE CIGARETTES	<u>32</u>	<u>36</u>	<u>37</u>	<u>37</u>	<u>41</u>	<u>39</u>	<u>39</u>
NO, DO NOT SMOKE CIGARETTES	<u>68</u>	<u>64</u>	<u>63</u>	<u>62</u>	<u>59</u>	<u>61</u>	<u>61</u>
DON'T KNOW	-	-	*	*	*	*	*
DO NOT SMOKE CIGARETTES	<u>68</u>	<u>64</u>	<u>63</u>	<u>63</u>	<u>59</u>	<u>61</u>	<u>61</u>
BUT HAVE SMOKED IN PAST	24	21	20	21	21	22	21
NEVER SMOKED	44	41	42	41	39	39	40
DON'T KNOW IF EVER SMOKED	*	1	1	*	*	*	*

* LESS THAN .5 PERCENT

000265565

Q. 22, 31 - DO YOU SMOKE CIGARETTES, BY THAT I MEAN AS MUCH AS A PACK A WEEK
(IF NO) HAVE YOU EVER SMOKED CIGARETTES REGULARLY

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
YES, SMOKE	32%	35%	31%	34%	32%	31%	44%	31%	33%	33%	33%	31%	33%	35%	30%	30%
NO, DON'T SMOKE	68%	65%	69%	66%	68%	69%	56%	69%	67%	67%	67%	69%	67%	65%	70%	70%
HAVE SMOKED	24%	17%	29%	31%	18%	25%	18%	22%	26%	23%	23%	24%	25%	23%	25%	24%
HAVE NEVER SMOKED	44%	48%	41%	36%	51%	44%	38%	47%	42%	44%	43%	45%	43%	42%	45%	47%
DON'T KNOW/NO ANSWER	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%
DON'T KNOW/NO ANSWER	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

9955992000

Q. 22.31 - DO YOU SMOKE CIGARETTES, BY THAT I MEAN AS MUCH AS A PACK A WEEK
(IF NO) HAVE YOU EVER SMOKED CIGARETTES REGULARLY

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
YES, SMOKE	32%	35%	33%	32%	30%	40%	36%	24%	38%	34%	27%
NO, DON'T SMOKE	68%	65%	67%	68%	70%	60%	64%	76%	62%	66%	73%
HAVE SMOKED	24%	22%	24%	23%	27%	21%	24%	26%	21%	22%	27%
HAVE NEVER SMOKED	44%	43%	43%	45%	43%	39%	40%	50%	41%	44%	46%
DON'T KNOW/NO ANSWER	*%	*%	-%	-%	-%	*%	-%	-%	*%	-%	-%
DON'T KNOW/NO ANSWER	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

2955992000

Q.23 - WHEN INDOORS WITH OTHER PEOPLE, WHAT DO ABOUT SMOKING
(ASKED OF SMOKERS)

	TOTAL SMOKERS				
	1982	1980	1978	1976	1974
NUMBER OF RESPONDENTS	812	915	920	937	1011
	100%	100%	100%	100%	100%
	%	%	%	%	%
LIGHT UP WITHOUT THINKING ABOUT IT	21	27	32	29	36
LOOK AROUND AND THEN DECIDE	31	30	27	27	29
ASK OTHERS IF THEY MIND	30	29	26	23	19
NOT SMOKE	5	4	4	5	5
IT DEPENDS (VOL.)	12	10	11	13	9
DON'T KNOW/NO ANSWER	*	*	*	2	1

* LESS THAN .5 PERCENT

8955992000

Q. 23 - WHEN INDOORS WITH OTHER PEOPLE, WHAT DO ABOUT SMOKING
(ASKED OF CIGARETTE SMOKERS)

	S M O K E R S					

	HEAVY SMOKERS					

	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE
	SMOKERS	SMOKERS	SMOKERS	SMOKERS		
	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%
LIGHT UP WITHOUT THINKING ABOUT IT	21%	11%	11%	26%	23%	37%
LOOK AROUND AND THEN DECIDE WHETHER IT'S OK.	31%	33%	31%	30%	31%	27%
ASK IF OTHERS WOULD MIND	30%	38%	37%	27%	28%	24%
NOT SMOKE	5%	9%	8%	3%	3%	3%
IT DEPENDS (VOL.)	12%	7%	11%	13%	15%	9%
DON'T KNOW/NO ANSWER	*%	1%	1%	*%	*%	-%

6955992000

G. 23 - WHEN INDOORS WITH OTHER PEOPLE, WHAT DO ABOUT SMOKING
(ASKED OF CIGARETTE SMOKERS)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	812 100%	364 100%	448 100%	398 100%	414 100%	675 100%	118 100%	36 100%	187 100%	223 100%	264 100%	138 100%	301 100%	270 100%	167 100%	74 100%
LIGHT UP WITHOUT THINKING ABOUT IT	21%	20%	22%	25%	17%	20%	19%	42%	34%	17%	19%	14%	24%	19%	18%	22%
LOOK AROUND AND THEN DECIDE WHETHER IT'S OK.	31%	34%	29%	30%	32%	33%	25%	25%	24%	33%	30%	40%	32%	31%	34%	22%
ASK IF OTHERS WOULD MIND	30%	29%	31%	28%	33%	29%	40%	22%	25%	30%	37%	26%	28%	32%	29%	41%
NOT SMOKE	5%	4%	6%	6%	4%	5%	4%	3%	2%	6%	5%	7%	3%	6%	7%	4%
IT DEPENDS (VOL.)	12%	12%	12%	11%	14%	12%	11%	8%	14%	13%	9%	13%	12%	12%	13%	12%
DON'T KNOW/NO ANSWER	*%	1%	-%	*%	1%	*%	2%	-%	1%	*%	1%	-%	1%	*%	-%	-%

0255992000

Q. 23 - WHEN INDOORS WITH OTHER PEOPLE, WHAT DO ABOUT SMOKING
 (ASKED OF CIGARETTE SMOKERS)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MGR
TOTAL RESPONDENTS	812 100%	193 100%	229 100%	199 100%	185 100%	264 100%	321 100%	227 100%	257 100%	142 100%	115 100%
LIGHT UP WITHOUT THINKING ABOUT IT	21%	23%	24%	19%	17%	25%	21%	16%	25%	22%	17%
LOOK AROUND AND THEN DECIDE WHETHER IT'S OK.	31%	30%	30%	31%	32%	27%	31%	35%	30%	28%	37%
ASK IF OTHERS WOULD MIND	30%	27%	33%	31%	30%	31%	26%	35%	28%	31%	33%
NOT SMOKE	5%	5%	4%	6%	6%	4%	7%	4%	5%	4%	6%
IT DEPENDS (VOL.)	12%	13%	9%	13%	14%	11%	15%	10%	12%	14%	6%
DON'T KNOW/NO ANSWER	*%	1%	*%	-%	1%	1%	*%	-%	*%	1%	-%

1255992000

G. 23 - WHEN INDOORS WITH OTHER PEOPLE, WHAT DO ABOUT SMOKING
(ASKED OF CIGARETTE SMOKERS)

	TOTAL -----	FLIGHTS ON COMMERCIAL AIRLINES						EATEN OUT IN A RESTAURANT					
		NONE -----	1 - 3 -----	4 - 9 -----	10 OR MORE -----	DON'T KNOW -----		NONE -----	1 - 3 -----	4 - 9 -----	10 OR MORE -----	DON'T KNOW -----	
TOTAL RESPONDENTS	812 100%	596 100%	131 100%	51 100%	30 100%	4 100%		165 100%	326 100%	192 100%	127 100%	2 100%	
LIGHT UP WITHOUT THINKING ABOUT IT	21%	22%	19%	18%	17%	-%		22%	21%	18%	22%	50%	
LOOK AROUND AND THEN DECIDE WHETHER IT'S OK.	31%	32%	27%	33%	37%	25%		24%	32%	34%	34%	-%	
ASK IF OTHERS WOULD MIND	30%	29%	34%	33%	43%	75%		39%	26%	31%	31%	50%	
NOT SMOKE	5%	5%	8%	4%	3%	-%		5%	5%	6%	3%	-%	
IT DEPENDS (VOL.)	12%	13%	11%	12%	-%	-%		8%	16%	10%	10%	-%	
DON'T KNOW/NO ANSWER	*%	1%	1%	-%	-%	-%		1%	*%	1%	-%	-%	

2255992000

**Q. 23 - WHEN INDOORS WITH OTHER PEOPLE, WHAT DO ABOUT SMOKING
(ASKED OF CIGARETTE SMOKERS)**

	TAR CONTENT OF BRAND SMOKED					TRIED TO QUIT	DID NOT TRY
	LOW TAR (15 MGS OR LESS)	REGULAR CONTENT (OVER 15 MGS)	DON'T KNOW TAR CONTENT	NO REGULAR BRAND			
	-----	-----	-----	-----		-----	-----
TOTAL RESPONDENTS	812 100%	376 100%	332 100%	93 100%	9 100%	534 100%	274 100%
LIGHT UP WITHOUT THINKING ABOUT IT	21%	19%	23%	20%	-%	18%	27%
LOOK AROUND AND THEN DECIDE WHETHER IT'S OK.	31%	32%	28%	33%	67%	32%	29%
ASK IF OTHERS WOULD MIND	30%	33%	28%	29%	22%	31%	29%
NOT SMOKE	5%	5%	5%	5%	-%	7%	2%
IT DEPENDS (VOL.)	12%	10%	14%	12%	11%	12%	12%
DON'T KNOW/NO ANSWER	*%	*%	1%	-%	-%	-%	1%

000265573

Q. 24 - NUMBER OF CIGARETTES SMOKED PER DAY
(ASKED OF CIGARETTE SMOKERS)

	AGE			SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D	
TOTAL RESPONDENTS	812 100%	364 100%	448 100%	398 100%	414 100%	675 100%	118 100%	36 100%	187 100%	223 100%	264 100%	138 100%	301 100%	270 100%	167 100%	74 100%	
1 TO 9 CIGARETTES	11%	14%	8%	9%	12%	9%	25%	8%	9%	11%	13%	9%	12%	9%	9%	16%	
10 TO 19 CIGARETTES	25%	28%	22%	26%	23%	23%	36%	28%	22%	23%	27%	25%	22%	28%	25%	20%	
20 TO 39 CIGARETTES	49%	48%	50%	48%	50%	52%	35%	47%	52%	49%	44%	56%	50%	49%	49%	49%	
40 OR MORE	15%	9%	19%	16%	14%	17%	3%	17%	15%	16%	16%	10%	15%	14%	17%	12%	
6 OR LESS	9%	12%	7%	8%	10%	7%	21%	6%	8%	9%	11%	8%	10%	8%	7%	14%	
7 TO 12 (1/2 PACK)	19%	23%	16%	18%	19%	17%	26%	25%	14%	19%	22%	17%	18%	19%	20%	18%	
13 TO 17 (3/4 PACK)	7%	7%	7%	8%	6%	7%	12%	6%	9%	6%	6%	9%	5%	10%	7%	5%	
18 TO 25 (1 PACK)	38%	38%	37%	36%	39%	39%	32%	33%	37%	38%	36%	41%	37%	40%	38%	34%	
26 TO 35 (1 1/2 PACK)	12%	11%	13%	13%	11%	13%	4%	14%	16%	12%	8%	15%	14%	10%	11%	15%	
36 TO 45 (2 PACKS)	12%	7%	15%	13%	10%	13%	3%	14%	11%	12%	14%	9%	11%	12%	12%	9%	
46 TO 55 (2 1/2 PACKS)	1%	1%	2%	2%	1%	2%	-%	-%	2%	2%	1%	-%	2%	1%	1%	1%	
56 OR MORE	2%	1%	2%	2%	2%	2%	-%	3%	2%	3%	1%	1%	2%	1%	4%	1%	

0002665574

Q. 24 - NUMBER OF CIGARETTES SMOKED PER DAY
 (ASKED OF CIGARETTE SMOKERS)

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	812	364	448	398	414	675	118	36	187	223	264	138	301	270	167	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4 OR LESS	5%	5%	4%	4%	5%	4%	6%	3%	4%	4%	5%	5%	5%	4%	4%	5%
5 TO 14	24%	30%	19%	23%	24%	20%	43%	28%	19%	24%	28%	21%	24%	24%	23%	26%
15 TO 24	42%	43%	42%	42%	42%	43%	40%	36%	43%	40%	41%	46%	39%	47%	43%	38%
25 TO 34	14%	12%	15%	14%	14%	15%	7%	17%	18%	13%	9%	17%	15%	12%	13%	15%
35 TO 44	12%	8%	15%	13%	11%	13%	3%	14%	11%	12%	14%	9%	12%	12%	12%	11%
45 TO 54	1%	1%	2%	2%	1%	2%	-%	-%	2%	2%	1%	-%	2%	1%	1%	1%
55 OR MORE	2%	1%	2%	2%	2%	2%	-%	3%	2%	3%	1%	1%	2%	1%	4%	1%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	2%	-%	1%	1%	1%	-%	1%	-%	-%	3%

S255992000

Q. 24 - NUMBER OF CIGARETTES SMOKED PER DAY
(ASKED OF CIGARETTE SMOKERS)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	812 100%	193 100%	229 100%	199 100%	185 100%	264 100%	321 100%	227 100%	257 100%	142 100%	115 100%
1 TO 9 CIGARETTES	11%	13%	9%	9%	12%	12%	8%	13%	10%	13%	8%
10 TO 19 CIGARETTES	25%	31%	23%	23%	22%	25%	24%	25%	26%	25%	21%
20 TO 39 CIGARETTES	49%	46%	55%	47%	48%	45%	56%	45%	47%	48%	50%
40 OR MORE	15%	10%	12%	19%	17%	18%	11%	17%	15%	14%	21%
6 OR LESS	9%	12%	7%	8%	10%	11%	5%	12%	9%	11%	7%
7 TO 12 (1/2 PACK)	19%	22%	19%	20%	14%	19%	19%	18%	19%	20%	15%
13 TO 17 (3/4 PACK)	7%	9%	7%	5%	9%	8%	7%	7%	8%	7%	7%
18 TO 25 (1 PACK)	38%	36%	45%	33%	36%	35%	44%	33%	35%	34%	32%
26 TO 35 (1 1/2 PACK)	12%	11%	10%	14%	13%	9%	13%	13%	13%	15%	17%
36 TO 45 (2 PACKS)	12%	7%	10%	16%	13%	13%	8%	15%	12%	13%	17%
46 TO 55 (2 1/2 PACKS)	1%	-%	1%	3%	1%	2%	1%	1%	1%	1%	2%
56 OR MORE	2%	3%	1%	1%	3%	3%	2%	1%	2%	-%	2%

9255992000

**Q. 24 - NUMBER OF CIGARETTES SMOKED PER DAY
(ASKED OF CIGARETTE SMOKERS)**

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	812 100%	193 100%	229 100%	199 100%	185 100%	264 100%	321 100%	227 100%	257 100%	142 100%	115 100%
4 OR LESS	5%	4%	3%	5%	6%	5%	2%	7%	5%	4%	6%
5 TO 14	24%	31%	22%	23%	19%	25%	23%	24%	24%	27%	16%
15 TO 24	42%	41%	50%	36%	41%	40%	48%	37%	41%	36%	38%
25 TO 34	14%	13%	12%	15%	15%	11%	15%	15%	13%	19%	18%
35 TO 44	12%	8%	10%	17%	14%	13%	9%	15%	13%	13%	17%
45 TO 54	1%	-%	1%	3%	1%	2%	1%	1%	1%	1%	2%
55 OR MORE	2%	3%	1%	1%	3%	3%	2%	1%	2%	-%	2%
DON'T KNOW/NO ANSWER	1%	-%	*%	2%	1%	*%	1%	*%	1%	-%	1%

000265577

Q. 24 - NUMBER OF CIGARETTES SMOKED PER DAY
(ASKED OF CIGARETTE SMOKERS)

	TAR CONTENT OF BRAND SMOKED					TRIED TO QUIT *****	DID NOT TRY *****
	LOW TAR (15 MGS TOTAL OR LESS) *****	REGULAR CONTENT (OVER 15 MGS) *****	DON'T KNOW TAR CONTENT *****	NO REGULAR BRAND *****			
TOTAL RESPONDENTS	812 100%	376 100%	332 100%	93 100%	9 100%	534 100%	274 100%
1 TO 9 CIGARETTES	11%	11%	10%	15%	11%	12%	8%
10 TO 19 CIGARETTES	25%	24%	25%	23%	56%	26%	22%
20 TO 39 CIGARETTES	49%	49%	52%	45%	11%	46%	37%
40 OR MORE	15%	15%	14%	17%	22%	16%	12%
6 OR LESS	9%	9%	8%	14%	-%	10%	7%
7 TO 12 (1/2 PACK)	19%	19%	17%	19%	56%	20%	16%
13 TO 17 (3/4 PACK)	7%	6%	9%	4%	11%	7%	7%
18 TO 25 (1 PACK)	38%	39%	37%	37%	11%	36%	43%
26 TO 35 (1 1/2 PACK)	12%	11%	14%	9%	-%	11%	15%
36 TO 45 (2 PACKS)	12%	13%	10%	11%	11%	12%	11%
46 TO 55 (2 1/2 PACKS)	1%	1%	1%	4%	11%	2%	*%
56 OR MORE	2%	1%	3%	2%	-%	2%	1%

8455992000

**Q. 24 - NUMBER OF CIGARETTES SMOKED PER DAY
(ASKED OF CIGARETTE SMOKERS)**

	TAR CONTENT OF BRAND SMOKED					TRIED TO QUIT	DID NOT TRY
	LOW TAR (15 MGS OR LESS)	REGULAR CONTENT (OVER 15 MGS)	DON'T KNOW TAR CONTENT	NO REGULAR BRAND			
TOTAL RESPONDENTS	812 100%	376 100%	332 100%	93 100%	9 100%	534 100%	274 100%
4 OR LESS	5%	3%	5%	9%	-%	5%	3%
5 TO 14	24%	26%	21%	25%	56%	25%	20%
15 TO 24	42%	42%	43%	41%	22%	40%	47%
25 TO 34	14%	13%	16%	9%	-%	13%	16%
35 TO 44	12%	13%	11%	11%	11%	12%	12%
45 TO 54	1%	1%	1%	4%	11%	2%	*%
55 OR MORE	2%	1%	3%	2%	-%	2%	1%
DON'T KNOW/NO ANSWER	1%	1%	1%	-%	-%	1%	*%

6455992000

Q.25 - WHETHER WANT TO CONTINUE SMOKING, OR SORT OF LIKE TO
GIVE IT UP, OR VERY MUCH LIKE TO QUIT SMOKING

(ASKED OF SMOKERS)

214

	TOTAL SMOKERS		
	1982	1980	1978
NUMBER OF RESPONDENTS	812	915	920
	100%	100%	100%
	%	%	%
WANT TO CONTINUE SMOKING	26	31	31
SORT OF LIKE TO GIVE IT UP	30	39	32
VERY MUCH LIKE TO QUIT	33	23	29
LIKE TO QUIT BUT CAN'T (VOL.)	7	6	5
DON'T KNOW/NO ANSWER	3	2	3

0855992000

Q.25 - WHETHER WANT TO CONTINUE SMOKING, OR SORT OF LIKE TO GIVE IT UP OR VERY MUCH LIKE TO QUIT SMOKING
(ASKED OF CIGARETTE SMOKERS)

	S M O K E R S					

	HEAVY SMOKERS					

	LIGHT	MODER-	TOTAL			
	SMOKERS	ATE	HEAVY	20 - 39	40 OR	
	TOTAL	SMOKERS	SMOKERS	SMOKERS	MORE	
	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	812	87	200	520	400	120
	100%	100%	100%	100%	100%	100%
WANT TO CONTINUE SMOKING	26%	29%	21%	28%	26%	36%
SORT OF LIKE TO GIVE IT UP	30%	37%	29%	30%	31%	26%
VERY MUCH LIKE TO QUIT	33%	28%	38%	32%	33%	31%
LIKE TO QUIT BUT CAN'T (VOL.)	7%	5%	7%	8%	8%	8%
DON'T KNOW/NO ANSWER	3%	2%	5%	2%	3%	-%

1855992000

Q.25 - WHETHER WANT TO CONTINUE SMOKING, OR SORT OF LIKE TO GIVE IT UP OR VERY MUCH LIKE TO QUIT SMOKING
(ASKED OF CIGARETTE SMOKERS)

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FEMALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	812 100%	364 100%	448 100%	398 100%	414 100%	675 100%	118 100%	36 100%	187 100%	223 100%	264 100%	138 100%	301 100%	270 100%	167 100%	74 100%
WANT TO CONTINUE SMOKING	26%	22%	30%	29%	24%	27%	19%	39%	26%	20%	33%	25%	30%	23%	28%	22%
SORT OF LIKE TO GIVE IT UP	30%	32%	29%	29%	32%	29%	37%	19%	25%	35%	30%	31%	31%	32%	27%	30%
VERY MUCH LIKE TO QUIT	33%	36%	31%	32%	35%	35%	28%	25%	35%	36%	28%	37%	29%	37%	34%	34%
LIKE TO QUIT BUT CAN'T (VOL.)	7%	6%	8%	7%	7%	6%	11%	11%	12%	6%	7%	4%	7%	6%	7%	14%
DON'T KNOW/NO ANSWER	3%	4%	2%	3%	2%	3%	4%	6%	3%	3%	3%	3%	4%	1%	5%	1%

2855992000

**Q.25 - WHETHER WANT TO CONTINUE SMOKING, OR SORT OF LIKE TO GIVE IT UP OR VERY MUCH LIKE TO QUIT SMOKING
(ASKED OF CIGARETTE SMOKERS)**

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M	20M	30M	NON H-S	HIGH SCHOO	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR	
	812	193	229	199	185	264	321	227	257	142	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS											
WANT TO CONTINUE SMOKING	26%	21%	30%	28%	25%	25%	27%	27%	27%	28%	28%
SORT OF LIKE TO GIVE IT UP	30%	36%	27%	31%	29%	30%	32%	28%	30%	32%	30%
VERY MUCH LIKE TO QUIT	33%	29%	31%	36%	37%	29%	33%	39%	32%	32%	36%
LIKE TO QUIT BUT CAN'T (VOL.)	7%	10%	8%	3%	8%	12%	5%	5%	9%	4%	4%
DON'T KNOW/NO ANSWER	3%	4%	4%	3%	1%	3%	3%	1%	3%	4%	2%

000265583

Q.26 - EVER TRIED TO QUIT SMOKING AND GIVEN IT UP FOR AS LONG AS A WEEK
(ASKED OF SMOKERS)

	TOTAL SMOKERS						
	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	812	915	920	937	1011	969	969
	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%
YES, HAVE TRIED TO QUIT	66	62	61	61	61	66	64
NO, HAVE NOT TRIED	34	37	39	38	38	34	35
DON'T KNOW/NO ANSWER	*	1	*	1	1	*	*

* LESS THAN .5 PERCENT

0002665584

**Q. 26 - EVER TRIED TO QUIT SMOKING AND GIVEN IT UP FOR AS LONG AS A WEEK
(ASKED OF CIGARETTE SMOKERS)**

	S M O K E R S					

	HEAVY SMOKERS					

	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS
	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%
YES	66%	71%	70%	63%	61%	72%
NO	34%	26%	30%	37%	39%	28%
DON'T KNOW/NO ANSWER	0%	2%	1%	0%	0%	0%

0002665585

Q. 26 - EVER TRIED TO QUIT SMOKING AND GIVEN IT UP FOR AS LONG AS A WEEK
(ASKED OF CIGARETTE SMOKERS)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	812 100%	364 100%	448 100%	398 100%	414 100%	675 100%	118 100%	36 100%	187 100%	223 100%	264 100%	138 100%	301 100%	270 100%	167 100%	74 100%
YES	66%	66%	66%	68%	63%	68%	55%	53%	63%	65%	63%	75%	60%	71%	71%	61%
NO	34%	34%	34%	31%	36%	31%	43%	47%	36%	35%	36%	25%	39%	29%	29%	38%
DON'T KNOW/NO ANSWER	*%	1%	*%	1%	*%	*%	2%	-%	2%	-%	*%	-%	1%	-%	-%	1%

9855992000

Q.26 - EVER TRIED TO QUIT SMOKING AND GIVEN IT UP FOR AS LONG AS A WEEK
(ASKED OF CIGARETTE SMOKERS)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEG	BLUE COLLA	WHITE COLLA	PROF. & MGR
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	812	193	229	199	185	264	321	227	257	142	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	66%	59%	64%	69%	73%	60%	64%	75%	66%	68%	69%
NO	34%	41%	35%	31%	26%	39%	36%	24%	33%	32%	30%
DON'T KNOW/NO ANSWER	*%	-%	1%	1%	1%	1%	-%	1%	1%	-%	1%

0002665587

Q. 26 - EVER TRIED TO QUIT SMOKING AND GIVEN IT UP FOR AS LONG AS A WEEK
(ASKED OF CIGARETTE SMOKERS)

	TAR CONTENT OF BRAND SMOKED					TRIED TO QUIT *****	DID NOT TRY *****
	LOW TAR (15 MGS OR LESS) *****	REGULAR CONTENT (OVER 15 MGS) *****	DON'T KNOW TAR CONTENT *****	NO REGULAR BRAND *****			
TOTAL RESPONDENTS	812 100%	376 100%	332 100%	93 100%	9 100%	534 100%	274 100%
YES	66%	73%	60%	62%	44%	100%	-%
NO	34%	27%	40%	37%	56%	-%	100%
DON'T KNOW/NO ANSWER	0%	0%	0%	1%	-%	-%	-%

8855992000

Q.27 - WHICH OF LIST OF REASONS COME CLOSEST TO EXPLAINING WHY
STILL SMOKING DESPITE WARNINGS (CARD SHOWN RESPONDENT)
(ASKED OF SMOKERS)

	TOTAL SMOKERS					
	1982	1980	1978	1976	1974	1972
NUMBER OF RESPONDENTS	812	915	920	937	1011	969
	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%
THESE DAYS THEY SAY EVERYTHING IS BAD FOR YOU SO I MIGHT AS WELL SMOKE	18	22	20	14	13	8
I DON'T THINK SMOKING IS THE ONLY CAUSE OF THE DISEASES THEY WARN YOU ABOUT	19	30	30	33	25	25
ONLY HEAVY SMOKING IS DANGEROUS AND I DON'T SMOKE THAT MUCH	10	14	12	12	12	10
I'D LIKE TO QUIT BUT I DON'T HAVE THE WILLPOWER	36	37	36	32	29	29
I ENJOY SMOKING AND I DON'T WANT TO GIVE IT UP	39	38	40	53	46	43
I JUST DON'T BELIEVE SMOKING IS ALL THAT DANGEROUS	11	15	12	20	14	13
IF I QUIT SMOKING I'D GAIN A LOT OF WEIGHT, AND THAT WOULD BE WORSE FOR MY HEALTH THAN SMOKING	22	19	17	16	14	13
NONE OF THESE (VOL.)	3	4	3	3	3	2
DON'T KNOW/NO ANSWER	1	1	*	1	4	9

* LESS THAN .5 PERCENT

6855992000

Q. 27 - WHICH OF LIST OF REASONS COME CLOSEST TO EXPLAINING WHY STILL SMOKING DESPITE WARNINGS (CARD SHOWN RESPONDENT)
(ASKED OF CIGARETTE SMOKERS)

	S M O K E R S					

	HEAVY SMOKERS					

	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE
	SMOKERS	SMOKERS	SMOKERS	SMOKERS		
	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%
THESE DAYS THEY SAY EVERYTHING IS BAD SO MIGHT AS WELL SMOKE	18%	10%	15%	21%	22%	18%
DON'T THINK SMOKING ONLY CAUSE OF DISEASES THEY WARN YOU ABOUT	19%	13%	18%	21%	22%	18%
ONLY HEAVY SMOKING IS DANGEROUS AND I DON'T SMOKE THAT MUCH	10%	30%	17%	4%	4%	6%
I'D LIKE TO QUIT BUT DON'T HAVE WILLPOWER	36%	23%	32%	40%	40%	42%
ENJOY SMOKING AND DON'T WANT TO GIVE IT UP	39%	44%	30%	41%	38%	49%
JUST DON'T BELIEVE SMOKING IS ALL THAT DANGEROUS	11%	10%	6%	14%	13%	16%
IF QUIT SMOKING I'D GAIN A LOT OF WEIGHT, AND THAT WOULD BE WORSE FOR MY HEALTH THAN SMOKING	22%	13%	21%	24%	23%	25%
NONE OF THESE (VOL.)	3%	5%	4%	3%	2%	3%
DON'T KNOW/NO ANSWER	1%	1%	2%	*%	1%	-%

0655992000

Q. 27 - WHICH OF LIST OF REASONS COME CLOSEST TO EXPLAINING WHY STILL SMOKING DESPITE WARNINGS (CARD SHOWN RESPONDENT)
 (ASKED OF CIGARETTE SMOKERS)

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	812 100%	364 100%	448 100%	398 100%	414 100%	675 100%	118 100%	36 100%	187 100%	223 100%	264 100%	138 100%	301 100%	270 100%	167 100%	74 100%
THESE DAYS THEY SAY EVERYTHING IS BAD SO MIGHT AS WELL SMOKE	18%	20%	16%	19%	17%	17%	23%	25%	18%	19%	18%	17%	22%	15%	21%	5%
DON'T THINK SMOKING ONLY CAUSE OF DISEASES THEY WARN YOU ABOUT	19%	15%	23%	20%	19%	19%	19%	19%	13%	18%	22%	25%	20%	16%	22%	23%
ONLY HEAVY SMOKING IS DANGEROUS AND I DON'T SMOKE THAT MUCH	10%	12%	9%	10%	10%	9%	15%	22%	10%	9%	11%	10%	12%	7%	12%	12%
I'D LIKE TO QUIT BUT DON'T HAVE WILLPOWER	36%	40%	33%	33%	39%	37%	32%	31%	47%	33%	32%	36%	32%	41%	37%	34%
ENJOY SMOKING AND DON'T WANT TO GIVE IT UP	39%	33%	43%	40%	37%	40%	31%	44%	35%	34%	44%	42%	40%	38%	41%	30%
JUST DON'T BELIEVE SMOKING IS ALL THAT DANGEROUS	11%	7%	15%	15%	7%	11%	13%	8%	12%	12%	11%	11%	12%	9%	14%	7%
IF QUIT SMOKING I'D GAIN A LOT OF WEIGHT, AND THAT WOULD BE WORSE FOR MY HEALTH THAN SMOKING	22%	21%	23%	16%	28%	22%	23%	25%	17%	28%	21%	22%	19%	24%	25%	22%
NONE OF THESE (VOL.)	3%	3%	3%	3%	3%	3%	3%	-%	3%	4%	2%	4%	3%	5%	1%	3%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	3%	3%	1%	1%	1%	1%	1%	1%	1%	1%

1655992000

Q. 27 - WHICH OF LIST OF REASONS COME CLOSEST TO EXPLAINING WHY STILL SMOKING DESPITE WARNINGS (CARD SHOWN RESPONDENT)
(ASKED OF CIGARETTE SMOKERS)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	10M 20M UNDER 20M	20M 30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
	812	193	229	199	185	264	321	227	257	142	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS											
THESE DAYS THEY SAY EVERYTHING IS BAD SO MIGHT AS WELL SMOKE	18%	22%	20%	16%	15%	21%	19%	14%	22%	20%	10%
DON'T THINK SMOKING ONLY CAUSE OF DISEASES THEY WARN YOU ABOUT	19%	15%	20%	22%	21%	20%	19%	19%	19%	20%	17%
ONLY HEAVY SMOKING IS DANGEROUS AND I DON'T SMOKE THAT MUCH	10%	16%	10%	9%	6%	14%	9%	8%	10%	11%	4%
I'D LIKE TO QUIT BUT DON'T HAVE WILLPOWER	36%	40%	38%	32%	34%	37%	39%	31%	37%	31%	40%
ENJOY SMOKING AND DON'T WANT TO GIVE IT UP	39%	31%	36%	46%	43%	36%	36%	46%	36%	45%	43%
JUST DON'T BELIEVE SMOKING IS ALL THAT DANGEROUS	11%	12%	12%	12%	9%	14%	11%	8%	14%	6%	9%
IF QUIT SMOKING I'D GAIN A LOT OF WEIGHT, AND THAT WOULD BE WORSE FOR MY HEALTH THAN SMOKING	22%	22%	22%	22%	23%	24%	23%	18%	25%	21%	17%
NONE OF THESE (VOL.)	3%	1%	3%	4%	5%	1%	2%	6%	2%	3%	3%
DON'T KNOW/NO ANSWER	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%

2655992000

Q. 27 - WHICH OF LIST OF REASONS COME CLOSEST TO EXPLAINING WHY STILL SMOKING DESPITE WARNINGS (CARD SHOWN RESPONDENT)
 (ASKED OF CIGARETTE SMOKERS)

	TAR CONTENT OF BRAND SMOKED					TRIED TO QUIT -----	DID NOT TRY -----
	TOTAL -----	LOW TAR (15 MGS OR LESS) -----	REGULAR CONTENT (OVER 15 MGS) -----	DON'T KNOW TAR CONTENT -----	NO REGULAR BRAND -----		
TOTAL RESPONDENTS	812 100%	376 100%	332 100%	93 100%	9 100%	534 100%	274 100%
THESE DAYS THEY SAY EVERYTHING IS BAD SO MIGHT AS WELL SMOKE	18%	15%	22%	15%	33%	14%	26%
DON'T THINK SMOKING ONLY CAUSE OF DISEASES THEY WARN YOU ABOUT	19%	17%	20%	26%	-%	18%	22%
ONLY HEAVY SMOKING IS DANGEROUS AND I DON'T SMOKE THAT MUCH	10%	11%	10%	10%	11%	10%	11%
I'D LIKE TO QUIT BUT DON'T HAVE WILLPOWER	36%	42%	34%	26%	11%	39%	31%
ENJOY SMOKING AND DON'T WANT TO GIVE IT UP	39%	39%	36%	47%	56%	37%	43%
JUST DON'T BELIEVE SMOKING IS ALL THAT DANGEROUS	11%	10%	12%	13%	22%	11%	12%
IF QUIT SMOKING I'D GAIN A LOT OF WEIGHT, AND THAT WOULD BE WORSE FOR MY HEALTH THAN SMOKING	22%	23%	21%	25%	-%	23%	20%
NONE OF THESE (VOL.)	3%	5%	2%	2%	-%	4%	2%
DON'T KNOW/NO ANSWER	1%	1%	1%	2%	-%	1%	1%

000299556

Q.28X - HOW OFTEN FEEL UNCOMFORTABLE ABOUT SMOKING AROUND OTHER PEOPLE
(ASKED OF SMOKERS ON X FORM)

	TOTAL SMOKERS			
	1982	1980	1978	1976
NUMBER OF RESPONDENTS	424 100%	915 100%	465 100%	937 100%
	8	8	8	8
FREQUENTLY	14	11	13	9
OCCASIONALLY	41	43	40	39
SELDOM	28	33	29	34
NEVER (VOL.)	16	12	17	16
DON'T KNOW/NO ANSWER	1	2	1	2

NOTE: HALF SAMPLED IN 1978 AND 1982

0002665594

Q. 28X - HOW OFTEN FEEL UNCOMFORTABLE ABOUT SMOKING AROUND OTHER PEOPLE
(ASKED OF CIGARETTE SMOKERS INTERVIEWED ON X FORM)

	S M O K E R S					

	HEAVY SMOKERS					

	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE
	SMOKERS	SMOKERS	SMOKERS	SMOKERS		
	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	424 100%	50 100%	110 100%	261 100%	207 100%	54 100%
FREQUENTLY	14%	18%	14%	13%	14%	13%
OCCASIONALLY	41%	30%	47%	41%	43%	35%
SELDOM	28%	24%	24%	30%	30%	31%
NEVER (VOL.)	16%	26%	14%	15%	14%	20%
DON'T KNOW/NO ANSWER	1%	2%	2%	*%	*%	-%

000265595

Q. 28X - HOW OFTEN FEEL UNCOMFORTABLE ABOUT SMOKING AROUND OTHER PEOPLE
(ASKED OF CIGARETTE SMOKERS INTERVIEWED ON X FORM)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	424 100%	205 100%	219 100%	204 100%	220 100%	352 100%	62 100%	20 100%	102 100%	112 100%	140 100%	70 100%	158 100%	135 100%	86 100%	45 100%
FREQUENTLY	14%	13%	15%	15%	13%	14%	16%	10%	15%	14%	11%	17%	11%	16%	17%	11%
OCCASIONALLY	41%	40%	43%	41%	41%	42%	35%	25%	33%	43%	41%	51%	44%	41%	37%	42%
SELDOM	28%	31%	25%	26%	30%	28%	29%	30%	27%	35%	26%	21%	27%	26%	33%	29%
NEVER (VOL.)	16%	15%	17%	17%	15%	15%	15%	35%	23%	8%	20%	10%	17%	17%	12%	16%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	5%	-%	2%	-%	2%	-%	2%	-%	1%	2%

9655992000

G. 28X - HOW OFTEN FEEL UNCOMFORTABLE ABOUT SMOKING AROUND OTHER PEOPLE
(ASKED OF CIGARETTE SMOKERS INTERVIEWED ON X FORM)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEG COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	424 100%	105 100%	103 100%	111 100%	102 100%	127 100%	171 100%	126 100%	129 100%	79 100%	60 100%
FREQUENTLY	14%	15%	11%	14%	17%	15%	14%	13%	12%	15%	12%
OCCASIONALLY	41%	31%	39%	46%	49%	37%	37%	52%	42%	43%	48%
SELDOM	28%	35%	33%	27%	17%	28%	33%	21%	27%	25%	20%
NEVER (VOL.)	16%	17%	15%	14%	17%	19%	15%	14%	16%	16%	20%
DON'T KNOW/NO ANSWER	1%	1%	3%	-%	1%	2%	2%	-%	3%	-%	-%

000265597

G. 28X - HOW OFTEN FEEL UNCOMFORTABLE ABOUT SMOKING AROUND OTHER PEOPLE
(ASKED OF CIGARETTE SMOKERS INTERVIEWED ON X FORM)

	TOTAL -----	FLIGHTS ON COMMERCIAL AIRLINES -----						EATEN OUT IN A RESTAURANT -----					
		NONE	1 - 3	4 - 9	10 OR MORE	DON'T KNOW		NONE	1 - 3	4 - 9	10 OR MORE	DON'T KNOW	
	-----	-----	-----	-----	-----	-----		-----	-----	-----	-----	-----	
TOTAL RESPONDENTS	424 100%	306 100%	71 100%	25 100%	19 100%	3 100%		87 100%	167 100%	105 100%	63 100%	2 100%	
FREQUENTLY	14%	14%	15%	12%	5%	33%		14%	14%	18%	6%	50%	
OCCASIONALLY	41%	38%	49%	44%	58%	67%		32%	42%	42%	51%	50%	
SELDOM	28%	31%	24%	20%	11%	-%		28%	29%	29%	25%	-%	
NEVER (VOL.)	16%	16%	11%	20%	26%	-%		23%	15%	11%	16%	-%	
DON'T KNOW/NO ANSWER	1%	1%	-%	4%	-%	-%		3%	1%	-%	2%	-%	

8655992000

Q. 28X - HOW OFTEN FEEL UNCOMFORTABLE ABOUT SMOKING AROUND OTHER PEOPLE
(ASKED OF CIGARETTE SMOKERS INTERVIEWED ON X FORM)

	TAR CONTENT OF BRAND SMOKED					TRIED TO QUIT -----	DID NOT TRY -----
	LOW TAR (15 MGS TOTAL OR LESS) -----	REGULAR CONTENT (OVER 15 MGS) -----	DON'T KNOW TAR CONTENT -----	NO REGULAR BRAND -----			
TOTAL RESPONDENTS	424 100%	195 100%	168 100%	94 100%	5 100%	286 100%	135 100%
FREQUENTLY	14%	16%	13%	11%	-%	17%	7%
OCCASIONALLY	41%	45%	38%	41%	40%	43%	39%
BELDOM	28%	23%	32%	31%	40%	27%	30%
NEVER (VOL.)	16%	15%	17%	17%	20%	12%	24%
DON'T KNOW/NO ANSWER	1%	2%	1%	-%	-%	1%	1%

665599Z000

Q.28Y - WHETHER INCREASING RESTRICTIONS, TAXES AND PROHIBITIONS ON SMOKING HAVE CAUSED YOU TO BE MORE CAREFUL AND SENSITIVE ABOUT SMOKING, OR MORE ANNOYED AND AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE, OR HAVEN'T AFFECTED YOU

(ASKED OF CIGARETTE SMOKERS INTERVIEWED ON Y FORM)

	TOTAL SMOKERS	
	1982	1978
NUMBER OF RESPONDENTS	388 100%	455 100%
	%	%
MORE CAREFUL, SENSITIVE ABOUT SMOKING	21	19
MORE ANNOYED, AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE	11	10
BOTH (VOL.)	5	5
NO EFFECT	62	65
DON'T KNOW/NO ANSWER	2	1

0095992000

Q. 28Y - WHETHER INCREASING RESTRICTIONS, TAXES, PROHIBITIONS ON SMOKING HAVE CAUSED YOU TO BE MORE CAREFUL AND SENSITIVE ABOUT SMOKING, OR MORE ANNOYED AND AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE, OR HAVEN'T AFFECTED YOU
(ASKED OF CIGARETTE SMOKERS INTERVIEWED ON Y FORM)

	S M O K E R S					

	HEAVY SMOKERS					

	LIGHT	MODER-	TOTAL			
	TOTAL	ATE	HEAVY	20 - 39	40 OR	
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	
	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	388	37	90	259	193	66
	100%	100%	100%	100%	100%	100%
MORE CAREFUL, SENSITIVE ABOUT SMOKING	21%	24%	26%	19%	17%	24%
MORE ANNOYED, AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE	11%	5%	9%	12%	11%	14%
BOTH (VOL.)	5%	3%	6%	5%	6%	3%
NO EFFECT	62%	65%	57%	63%	65%	56%
DON'T KNOW/ NO ANSWER	2%	3%	3%	1%	1%	3%

1095992000

Q. 28Y - WHETHER INCREASING RESTRICTIONS, TAXES, PROHIBITIONS ON SMOKING HAVE CAUSED YOU TO BE MORE CAREFUL AND SENSITIVE ABOUT SMOKING, OR MORE ANNOYED AND AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE, OR HAVEN'T AFFECTED YOU
(ASKED OF CIGARETTE SMOKERS INTERVIEWED ON Y FORM)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	388 100%	159 100%	229 100%	194 100%	194 100%	323 100%	56 100%	16 100%	85 100%	111 100%	124 100%	68 100%	143 100%	135 100%	81 100%	29 100%
MORE CAREFUL, SENSITIVE ABOUT SMOKING	21%	21%	21%	19%	24%	22%	21%	13%	15%	23%	26%	18%	15%	25%	19%	41%
MORE ANNOYED, AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE	11%	9%	12%	11%	10%	12%	5%	13%	8%	11%	10%	15%	10%	13%	9%	7%
BOTH (VOL.)	5%	4%	5%	5%	5%	5%	5%	-%	4%	4%	9%	1%	2%	7%	7%	-%
NO EFFECT	62%	66%	59%	63%	60%	61%	62%	62%	71%	62%	54%	63%	71%	53%	63%	48%
DON'T KNOW/ NO ANSWER	2%	-%	3%	2%	2%	1%	5%	13%	2%	1%	2%	3%	2%	1%	2%	3%

2095992000

Q. 28Y - WHETHER INCREASING RESTRICTIONS, TAXES, PROHIBITIONS ON SMOKING HAVE CAUSED YOU TO BE MORE CAREFUL AND SENSITIVE ABOUT SMOKING, OR MORE ANNOYED AND AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE, OR HAVEN'T AFFECTED YOU
(ASKED OF CIGARETTE SMOKERS INTERVIEWED ON Y FORM)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	388 100%	88 100%	126 100%	88 100%	83 100%	137 100%	150 100%	101 100%	128 100%	63 100%	55 100%
MORE CAREFUL, SENSITIVE ABOUT SMOKING	21%	22%	17%	25%	24%	23%	17%	26%	23%	17%	25%
MORE ANNOYED, AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE	11%	6%	9%	16%	13%	8%	11%	13%	9%	13%	13%
BOTH (VOL.)	5%	8%	3%	6%	4%	7%	3%	5%	9%	5%	4%
NO EFFECT	62%	60%	69%	53%	59%	60%	67%	56%	58%	63%	58%
DON'T KNOW/ NO ANSWER	2%	5%	2%	-%	-%	3%	2%	-%	2%	2%	-%

0002995903

Q.28Y - WHETHER INCREASING RESTRICTIONS, TAXES, PROHIBITIONS ON SMOKING HAVE CAUSED YOU TO BE MORE CAREFUL AND SENSITIVE ABOUT SMOKING, OR MORE ANNOYED AND AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE, OR HAVEN'T AFFECTED YOU
(ASKED OF CIGARETTE SMOKERS INTERVIEWED ON Y FORM)

	TOTAL	FLIGHTS ON COMMERCIAL AIRLINES						EATEN OUT IN A RESTAURANT					
		NONE	1 - 3	4 - 9	10 OR MORE	DON'T KNOW		NONE	1 - 3	4 - 9	10 OR MORE	DON'T KNOW	
TOTAL RESPONDENTS	388 100%	290 100%	60 100%	26 100%	11 100%	1 100%		78 100%	159 100%	87 100%	64 100%	- -X	
MORE CAREFUL, SENSITIVE ABOUT SMOKING	21%	19%	27%	31%	18%	-X		23%	17%	21%	30%	-X	
MORE ANNOYED, AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE	11%	10%	12%	12%	18%	-X		6%	9%	16%	11%	-X	
BOTH (VOL.)	5%	5%	2%	8%	9%	-X		8%	3%	3%	9%	-X	
NO EFFECT	62%	63%	60%	50%	55%	100%		62%	68%	59%	50%	-X	
DON'T KNOW/ NO ANSWER	2%	2%	-X	-X	-X	-X		1%	3%	1%	-X	-X	

0002665604

G.28Y - WHETHER INCREASING RESTRICTIONS, TAXES, PROHIBITIONS ON SMOKING HAVE CAUSED YOU TO BE MORE CAREFUL AND SENSITIVE ABOUT SMOKING, OR MORE ANNOYED AND AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE, OR HAVEN'T AFFECTED YOU
(ASKED OF CIGARETTE SMOKERS INTERVIEWED ON Y FORM)

	TAR CONTENT OF BRAND SMOKED					TRIED TO QUIT *****	DID NOT TRY *****
	LOW TAR (15 MGS TOTAL OR LESS) *****	REGULAR CONTENT (OVER 15 MGS) *****	DON'T KNOW TAR CONTENT *****	NO REGULAR BRAND *****			
TOTAL RESPONDENTS	388 100%	181 100%	164 100%	39 100%	4 100%	248 100%	139 100%
MORE CAREFUL, SENSITIVE ABOUT SMOKING	21%	27%	15%	23%	25%	24%	16%
MORE ANNOYED, AGGRESSIVE ABOUT DEFENDING RIGHT TO SMOKE	11%	11%	12%	3%	-%	10%	12%
BOTH (VOL.)	5%	3%	6%	8%	-%	5%	4%
NO EFFECT	62%	59%	65%	62%	75%	58%	68%
DON'T KNOW/ NO ANSWER	2%	1%	2%	5%	-%	2%	1%

5095992000

Q.29 - WHETHER THINK WOULD OR WOULD NOT SMOKE MORE IF THERE WERE NO TAX ON CIGARETTES

(ASKED OF CIGARETTE SMOKERS)

	TOTAL SMOKERS	
	1982	1978
NUMBER OF RESPONDENTS	812	465
	100%	100%
	%	%
YES, WOULD SMOKE MORE	11	10
NO, WOULD NOT SMOKE MORE	83	80
DON'T KNOW/NO ANSWER	6	10

NOTE: HALF SAMPLED IN 1978

909599Z000

Q. 29 - WHETHER THINK WOULD OR WOULD NOT SMOKE MORE IF THERE WERE NO TAX ON CIGARETTES
(ASKED OF CIGARETTE SMOKERS)

	S M O K E R S					

	HEAVY SMOKERS					

	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE
	SMOKERS	SMOKERS	SMOKERS	SMOKERS		
	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%
YES, WOULD SMOKE MORE	11%	8%	10%	10%	10%	12%
NO, WOULD NOT SMOKE MORE	83%	82%	79%	86%	86%	83%
DON'T KNOW/NO ANSWER	6%	10%	10%	4%	4%	5%

000265607

Q. 29 - WHETHER THINK WOULD OR WOULD NOT SMOKE MORE IF THERE WERE NO TAX ON CIGARETTES
(ASKED OF CIGARETTE SMOKERS)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FEMALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	812	364	448	398	414	675	118	36	187	223	264	138	301	270	167	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES, WOULD SMOKE MORE	11%	14%	8%	11%	11%	9%	19%	6%	14%	12%	11%	3%	10%	10%	11%	14%
NO, WOULD NOT SMOKE MORE	83%	79%	87%	84%	82%	86%	67%	83%	77%	82%	83%	95%	78%	87%	85%	82%
DON'T KNOW/NO ANSWER	6%	7%	5%	6%	7%	5%	14%	11%	9%	7%	6%	2%	12%	3%	4%	4%

8095992000

Q. 29 - WHETHER THINK WOULD OR WOULD NOT SMOKE MORE IF THERE WERE NO TAX ON CIGARETTES
(ASKED OF CIGARETTE SMOKERS)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M	20M	30M	AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	812 100%	193 100%	229 100%	199 100%	185 100%	264 100%	321 100%	227 100%	257 100%	142 100%	115 100%
YES, WOULD SMOKE MORE	11%	16%	6%	11%	11%	10%	12%	9%	9%	8%	11%
NO, WOULD NOT SMOKE MORE	83%	77%	86%	86%	83%	84%	83%	83%	85%	84%	82%
DON'T KNOW/NO ANSWER	6%	8%	8%	3%	6%	6%	5%	8%	6%	8%	7%

6095992000

Q.30 - IS BRAND OF CIGARETTES SMOKED MOST OFTEN A LOW TAR CIGARETTE--15
MILLIGRAMS OF TAR OR LESS--OR CIGARETTE WITH REGULAR TAR CONTENT
(ASKED OF SMOKERS)

	TOTAL SMOKERS		
	1982	1980	1978
NUMBER OF RESPONDENTS	812 100%	915 100%	920 100%
	%	%	%
LOW TAR (15 MGS OR LESS)	46	45	36
REGULAR CONTENT (OVER 15 MGS)	41	38	41
DON'T KNOW TAR CONTENT	11	16	23
NO REGULAR BRAND (VOL.)	1	1	1

000265610

Q.30 - IS BRAND OF CIGARETTES SMOKED MOST OFTEN A LOW TAR CIGARETTES--15 MILLIGRAMS OF TAR OR LESS--
OR CIGARETTE WITH REGULAR TAR CONTENT
(ASKED OF CIGARETTE SMOKERS)

	S M O K E R S					

	HEAVY SMOKERS					

	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS
=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%
LOW TAR (15 MGS OR LESS)	46%	46%	45%	47%	47%	47%
REGULAR CONTENT (OVER 15 MGS)	41%	37%	41%	42%	43%	37%
DON'T KNOW TAR CONTENT	11%	16%	10%	11%	10%	13%
NO REGULAR BRAND (VOL.)	1%	1%	3%	1%	*%	2%
DON'T KNOW/NO ANSWER	*%	-%	1%	-%	-%	-%

000265611

Q.30 - IS BRAND OF CIGARETTES SMOKED MOST OFTEN A LOW TAR CIGARETTES--15 MILLIGRAMS OF TAR OR LESS--
OR CIGARETTE WITH REGULAR TAR CONTENT
(ASKED OF CIGARETTE SMOKERS)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	812 100%	364 100%	448 100%	398 100%	414 100%	675 100%	118 100%	36 100%	187 100%	223 100%	264 100%	138 100%	301 100%	270 100%	167 100%	74 100%
LOW TAR (15 MOS OR LESS)	46%	43%	49%	42%	50%	48%	41%	11%	40%	43%	49%	56%	43%	51%	44%	49%
REGULAR CONTENT (OVER 15 MOS)	41%	48%	35%	47%	35%	40%	39%	72%	50%	39%	38%	36%	43%	38%	47%	32%
DON'T KNOW TAR CONTENT	11%	7%	15%	8%	14%	11%	18%	11%	9%	17%	11%	8%	13%	10%	10%	18%
NO REGULAR BRAND (VOL.)	1%	1%	1%	2%	*%	1%	1%	6%	2%	1%	1%	-%	2%	1%	-%	-%
DON'T KNOW/NO ANSWER	*%	1%	-%	1%	-%	-%	2%	-%	1%	-%	*%	-%	-%	*%	-%	1%

2195992000

Q. 30 - IS BRAND OF CIGARETTES SMOKED MOST OFTEN A LOW TAR CIGARETTES--15 MILLIGRAMS OF TAR OR LESS--
OR CIGARETTE WITH REGULAR TAR CONTENT
(ASKED OF CIGARETTE SMOKERS)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE COLLEGE	BLUE COLLAR	WHITE COLLAR	PROF. & MOR	
TOTAL RESPONDENTS	812 100%	193 100%	229 100%	199 100%	185 100%	264 100%	321 100%	227 100%	257 100%	142 100%	115 100%
LOW TAR (15 MGS OR LESS)	46%	36%	52%	47%	49%	39%	47%	54%	40%	49%	50%
REGULAR CONTENT (OVER 15 MGS)	41%	50%	38%	38%	39%	46%	43%	33%	49%	38%	37%
DON'T KNOW TAR CONTENT	11%	12%	8%	15%	11%	14%	10%	11%	10%	12%	12%
NO REGULAR BRAND (VOL.)	1%	2%	1%	-%	1%	2%	1%	1%	1%	1%	1%
DON'T KNOW/NO ANSWER	*%	-%	*%	-%	1%	*%	-%	*%	*%	1%	-%

000265613

**Q.30 - IS BRAND OF CIGARETTES SMOKED MOST OFTEN A LOW TAR CIGARETTES--15 MILLIGRAMS OF TAR OR LESS--
OR CIGARETTE WITH REGULAR TAR CONTENT
(ASKED OF CIGARETTE SMOKERS)**

	TOTAL -----	FLIGHTS ON COMMERCIAL AIRLINES -----						EATEN OUT IN A RESTAURANT -----					
		NONE -----	1 - -----	3 - -----	4 - -----	9 -----	10 OR DON'T MORE KNOW -----	NONE -----	1 - -----	3 - -----	4 - -----	9 -----	10 OR DON'T MORE KNOW -----
TOTAL RESPONDENTS	812 100%	596 100%	131 100%	51 100%	30 100%	4 100%		165 100%	326 100%	192 100%	127 100%	2 100%	
LOW TAR (15 MGS OR LESS)	46%	44%	50%	61%	43%	75%		41%	44%	52%	52%	50%	
REGULAR CONTENT (OVER 15 MGS)	41%	42%	40%	27%	47%	-%		42%	46%	34%	36%	50%	
DON'T KNOW TAR CONTENT	11%	12%	10%	12%	7%	25%		14%	10%	13%	10%	-%	
NO REGULAR BRAND (VOL.)	1%	1%	-%	-%	3%	-%		2%	*%	1%	2%	-%	
DON'T KNOW/NO ANSWER	*%	*%	-%	-%	-%	-%		1%	*%	-%	-%	-%	

0002665614

**G.30 - IS BRAND OF CIGARETTES SMOKED MOST OFTEN A LOW TAR CIGARETTES--15 MILLIGRAMS OF TAR OR LESS--
OR CIGARETTE WITH REGULAR TAR CONTENT
(ASKED OF CIGARETTE SMOKERS)**

	TAR CONTENT OF BRAND SMOKED					TRIED TO QUIT	DID NOT TRY
	LOW TAR (15 MGS OR LESS)	REGULAR CONTENT (OVER 15 MGS)	DON'T KNOW TAR CONTENT	NO REGULAR BRAND			
TOTAL RESPONDENTS	812 100%	376 100%	332 100%	93 100%	9 100%	534 100%	274 100%
LOW TAR (15 MGS OR LESS)	46%	100%	-%	-%	-%	51%	37%
REGULAR CONTENT (OVER 15 MGS)	41%	-%	100%	-%	-%	37%	49%
DON'T KNOW TAR CONTENT	11%	-%	-%	100%	-%	11%	12%
NO REGULAR BRAND (VOL.)	1%	-%	-%	-%	100%	1%	2%
DON'T KNOW/NO ANSWER	*%	-%	-%	-%	-%	*%	-%

0002665615

Q.32 - HOW LONG AGO STOPPED SMOKING
(ASKED OF EX-SMOKERS)

	TOTAL EX-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	599	533	503	537	517	551	533
	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%
WITHIN THE LAST MONTH	3	2	3	2	3	2	2
OVER 1 MONTH - 3 MONTHS AGO	3	4	4	3	3	4	5
OVER 3 MONTHS - 6 MONTHS AGO	3	2	3	3	3	4	5
OVER 6 MONTHS - 1 YEAR AGO	3	4	5	5	5	3	9
OVER 1 YEAR AGO - 2 YEARS AGO	9	10	14	13	10	11	12
OVER 2 YEARS - 10 YEARS AGO	36	40	38	40	42	44	35
OVER 10 YEARS AGO	43	38	33	33	33	29	30
DON'T KNOW/NO ANSWER	1	1	1	1	1	2	1

0002665616

Q. 32 - HOW LONG AGO STOPPED SMOKING
(ASKED OF FORMER SMOKERS)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	599 100%	181 100%	418 100%	366 100%	233 100%	545 100%	48 100%	26 100%	147 100%	156 100%	187 100%	109 100%	229 100%	176 100%	135 100%	59 100%
WITHIN THE LAST MONTH	3%	6%	2%	2%	4%	3%	2%	-%	3%	3%	3%	3%	3%	3%	2%	5%
OVER A MONTH TO 3 MONTHS AGO	3%	5%	2%	3%	4%	3%	2%	-%	2%	3%	3%	6%	3%	2%	5%	2%
OVER 3 MONTHS TO 6 MONTHS AGO	3%	5%	2%	2%	3%	3%	2%	-%	1%	3%	5%	1%	3%	1%	2%	7%
OVER 6 MONTHS TO A YEAR AGO	3%	7%	1%	4%	2%	3%	2%	8%	3%	3%	3%	2%	3%	3%	3%	3%
OVER A YEAR AGO TO 2 YEARS AGO	9%	16%	6%	8%	11%	9%	10%	15%	6%	10%	11%	9%	10%	8%	9%	12%
OVER 2 YEARS TO 10 YEARS AGO	36%	45%	32%	37%	34%	36%	31%	54%	37%	37%	34%	36%	36%	38%	31%	37%
OVER 10 YEARS AGO	43%	16%	54%	44%	41%	43%	48%	23%	47%	40%	40%	44%	40%	45%	47%	34%
DON'T KNOW/NO ANSWER	1%	-%	1%	4%	1%	4%	2%	-%	1%	1%	1%	-%	1%	1%	-%	-%

2195992000

Q. 32 - HOW LONG AGO STOPPED SMOKING
(ASKED OF FORMER SMOKERS)

	INCOME			FORMAL EDUCATION			OCCUPATION		
	10M UNDER	20M UNDER	30M OVER	NON HIGH	GRAD H-S	GRAD COLLEGE	COLLEGE COLLA	BLUE COLLA	WHITE PROF. & MGR.
TOTAL	122	165	142	166	141	217	241	143	90
599	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS	599	122	165	142	166	141	217	241	143
WITHIN THE LAST MONTH	3%	6%	2%	1%	4%	1%	4%	3%	3%
OVER A MONTH TO 3 MONTHS AGO	3%	3%	2%	2%	5%	1%	5%	3%	3%
OVER 3 MONTHS TO 6 MONTHS AGO	3%	3%	4%	3%	1%	4%	3%	5%	3%
OVER 6 MONTHS TO A YEAR AGO	3%	3%	3%	3%	3%	4%	2%	3%	1%
OVER A YEAR AGO TO 2 YEARS AGO	9%	12%	11%	8%	5%	11%	10%	8%	11%
OVER 2 YEARS TO 10 YEARS AGO	36%	29%	39%	38%	40%	33%	31%	36%	41%
OVER 10 YEARS AGO	43%	43%	43%	44%	41%	46%	45%	39%	36%
DON'T KNOW/NO ANSWER	1%	-%	-%	1%	1%	-%	*%	1%	-%

002665618

Q.33 - NUMBER OF CIGARETTES SMOKED PER DAY BEFORE QUITTING

(ASKED OF EX-SMOKERS)

	TOTAL EX-SMOKERS				
	1982	1980	1978	1976	1974
NUMBER OF RESPONDENTS	599	533	503	537	517
	100%	100%	100%	100%	100%
	%	%	%	%	%
4 OR LESS	9	8	8	7	10
5 - 14	21	19	19	22	21
15 - 24	37	36	34	33	34
25 - 34	9	10	16	13	10
35 - 44	13	14	13	11	15
45 - 54	3	4	2	5	2
55 OR MORE	7	6	5	8	5
DON'T KNOW/NO ANSWER	2	3	1	2	3

0002665619

Q.33 - NUMBER OF CIGARETTES SMOKED PER DAY BEFORE QUITTING
(ASKED OF EX-SMOKERS)

	TOTAL EX-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	599	533	503	537	517	551	533
	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%
1 - 9 CIGARETTES	15	16	14	16	18	17	17
10 - 19 CIGARETTES	19	16	17	17	16	17	16
20 - 39 CIGARETTES	42	42	48	43	42	41	44
40 OR MORE	23	23	20	23	21	19	21
DON'T KNOW/NO ANSWER	2	3	1	2	3	5	3
6 OR LESS	13	14	13	13	16	16	14
7 - 12 (1/2 PACK)	16	13	14	16	15	16	15
13 - 17 (3/4 PACK)	5	4	4	4	4	2	3
18 - 25 (1 PACK)	33	33	34	31	32	30	33
26 - 35 (1 1/2 PACKS)	9	10	14	12	9	11	11
36 - 45 (2 PACKS)	13	13	12	12	14	12	12
46 - 55 (2 1/2 PACKS)	3	4	3	4	2	2	2
56 OR MORE	7	6	5	7	5	6	7
DON'T KNOW/NO ANSWER	2	3	1	2	3	5	3

0295992009

Q.33 - NUMBER OF CIGARETTES SMOKED PER DAY BEFORE QUITTING
(ASKED OF FORMER SMOKERS)

	AGE		SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D	
TOTAL	599	181	418	366	233	545	48	26	147	156	187	109	229	176	135	59
-----	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 TO 9 CIGARETTES	15%	23%	12%	9%	24%	14%	27%	19%	14%	16%	15%	15%	13%	19%	14%	12%
10 TO 19 CIGARETTES	19%	25%	16%	16%	22%	19%	19%	4%	20%	15%	22%	15%	18%	15%	21%	24%
20 TO 39 CIGARETTES	42%	42%	41%	43%	39%	42%	37%	46%	31%	48%	38%	52%	45%	41%	39%	36%
40 OR MORE	23%	10%	28%	29%	13%	23%	15%	27%	31%	19%	23%	16%	21%	22%	22%	29%
OR LESS	13%	18%	10%	7%	21%	11%	27%	19%	12%	13%	13%	12%	10%	16%	12%	10%
1 TO 12 (1/2 PACK)	16%	28%	11%	14%	19%	16%	17%	4%	18%	14%	19%	13%	16%	13%	20%	19%
13 TO 17 (3/4 PACK)	5%	2%	6%	5%	4%	5%	2%	-%	3%	4%	5%	5%	5%	4%	4%	7%
18 TO 25 (1 PACK)	33%	35%	33%	33%	33%	33%	33%	38%	22%	40%	31%	43%	38%	30%	31%	31%
26 TO 35 (1 1/2 PACK)	9%	7%	9%	10%	6%	9%	4%	8%	10%	8%	7%	9%	7%	11%	8%	5%
36 TO 45 (2 PACKS)	13%	6%	17%	16%	8%	14%	10%	12%	17%	12%	15%	6%	11%	14%	14%	19%
46 TO 55 (2 1/2 PACKS)	3%	3%	2%	3%	2%	3%	2%	4%	4%	2%	1%	4%	3%	1%	3%	2%
56 OR MORE	7%	1%	9%	9%	3%	7%	2%	12%	10%	4%	7%	6%	7%	7%	5%	8%

1295992000

Q.33 - NUMBER OF CIGARETTES SMOKED PER DAY BEFORE QUITTING
(ASKED OF FORMER SMOKERS)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	599 100%	181 100%	418 100%	366 100%	233 100%	545 100%	48 100%	26 100%	147 100%	156 100%	187 100%	109 100%	229 100%	176 100%	135 100%	59 100%
4 OR LESS	9%	13%	7%	4%	16%	8%	19%	8%	7%	8%	10%	8%	5%	13%	8%	8%
5 TO 14	21%	34%	15%	17%	26%	20%	25%	15%	23%	19%	22%	17%	21%	17%	24%	22%
15 TO 24	37%	35%	38%	37%	36%	37%	35%	38%	25%	43%	35%	47%	42%	32%	35%	36%
25 TO 34	9%	8%	10%	11%	6%	10%	4%	8%	10%	9%	7%	10%	8%	13%	8%	5%
35 TO 44	13%	6%	16%	16%	8%	13%	10%	12%	16%	12%	15%	6%	11%	13%	14%	19%
45 TO 54	3%	3%	2%	3%	2%	3%	2%	4%	5%	2%	1%	4%	3%	2%	3%	2%
55 OR MORE	7%	1%	9%	9%	3%	7%	2%	12%	10%	4%	7%	6%	7%	7%	5%	8%
DON'T KNOW/NO ANSWER	2%	1%	3%	2%	3%	2%	2%	4%	3%	2%	2%	3%	2%	3%	3%	-%

2295992000

**Q. 33 - NUMBER OF CIGARETTES SMOKED PER DAY BEFORE QUITTING
(ASKED OF FORMER SMOKERS)**

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MOR
TOTAL RESPONDENTS	599 100%	122 100%	165 100%	142 100%	166 100%	141 100%	217 100%	241 100%	143 100%	90 100%	117 100%
1 TO 9 CIGARETTES	15%	20%	10%	16%	14%	12%	14%	17%	13%	19%	12%
10 TO 19 CIGARETTES	19%	18%	18%	19%	19%	18%	20%	17%	20%	24%	16%
20 TO 39 CIGARETTES	42%	40%	41%	43%	42%	41%	39%	44%	40%	41%	50%
40 OR MORE	23%	16%	29%	20%	23%	27%	24%	19%	25%	16%	21%
6 OR LESS	13%	19%	9%	13%	11%	11%	12%	14%	10%	18%	8%
7 TO 12 (1/2 PACK)	16%	16%	13%	19%	17%	13%	18%	17%	18%	20%	16%
13 TO 17 (3/4 PACK)	5%	4%	5%	4%	5%	6%	4%	4%	4%	6%	4%
18 TO 25 (1 PACK)	33%	36%	33%	35%	31%	34%	34%	32%	36%	33%	35%
26 TO 35 (1 1/2 PACK)	9%	4%	8%	8%	11%	7%	6%	12%	5%	8%	15%
36 TO 45 (2 PACKS)	13%	9%	19%	12%	11%	17%	16%	8%	13%	8%	14%
46 TO 55 (2 1/2 PACKS)	3%	1%	3%	4%	2%	1%	2%	4%	4%	1%	2%
56 OR MORE	7%	7%	7%	5%	9%	9%	6%	7%	8%	7%	6%

000295992000

**Q. 33 - NUMBER OF CIGARETTES SMOKED PER DAY BEFORE QUITTING
(ASKED OF FORMER SMOKERS)**

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MOR
TOTAL RESPONDENTS	599 100%	122 100%	165 100%	142 100%	166 100%	141 100%	217 100%	241 100%	143 100%	90 100%	117 100%
4 OR LESS	9%	14%	5%	8%	8%	5%	9%	10%	6%	13%	6%
5 TO 14	21%	20%	19%	23%	20%	19%	21%	21%	24%	26%	18%
15 TO 24	37%	39%	36%	38%	36%	40%	37%	35%	38%	37%	39%
25 TO 34	9%	5%	9%	8%	11%	7%	6%	12%	5%	9%	15%
35 TO 44	13%	9%	19%	12%	11%	16%	16%	8%	13%	8%	14%
45 TO 54	3%	1%	4%	4%	2%	1%	2%	4%	4%	1%	2%
55 OR MORE	7%	7%	7%	5%	9%	9%	6%	7%	8%	7%	6%
DON'T KNOW/NO ANSWER	2%	5%	2%	1%	2%	2%	2%	2%	2%	-%	1%

0002665624

Q.34 - WHICH ONE OR TWO THINGS ON LIST HAD MOST TO DO WITH
CAUSING YOU TO QUIT SMOKING (CARD SHOWN RESPONDENT)

(ASKED OF EX-SMOKERS)

	EX-SMOKERS					
	1982	1980	1978	1974*	1972	1970
NUMBER OF RESPONDENTS	599	533	503	269	551	533
	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%
GOVERNMENT REPORTS ON EFFECTS OF SMOKING ON HEALTH	20	20	17	14	14	13
EXPENSE OF SMOKING	15	15	12	13	15	13
DOCTORS ADVISING AGAINST SMOKING	20	21	19	23	19	19
A SMOKING CLINIC	1	1	1	XX	XX	XX
CHILDREN OBJECTING TO PARENTS SMOKING	5	9	5	6	4	8
FRIENDS OR RELATIVES URGING QUITTING SMOKING	16	15	16	13	12	12
HEALTH PROBLEMS	39	39	37	38	40	39
NONE	17	18	21	20	21	21
DON'T KNOW/NO ANSWER	1	2	2	3	1	1

* HALF SAMPLED IN 1974

XX ITEM NOT ON LIST

000265625

Q. 34 - WHICH ONE OR TWO THINGS ON LIST HAD MOST TO DO WITH CAUSING YOU TO QUIT SMOKING (CARD SHOWN RESPONDENT)
(ASKED OF FORMER SMOKERS)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	599 100%	181 100%	418 100%	366 100%	233 100%	545 100%	48 100%	26 100%	147 100%	156 100%	187 100%	109 100%	229 100%	176 100%	135 100%	59 100%
GOVERNMENT REPORTS ON EFFECTS OF SMOKING ON HEALTH	20%	23%	18%	22%	16%	19%	19%	23%	20%	21%	17%	21%	23%	16%	21%	15%
EXPENSE OF SMOKING	15%	20%	13%	16%	14%	14%	25%	15%	14%	16%	16%	12%	13%	13%	18%	22%
DOCTORS ADVISING AGAINST SMOKING	20%	13%	23%	19%	21%	20%	15%	12%	23%	18%	20%	17%	20%	21%	21%	14%
A SMOKING CLINIC	1%	1%	1%	1%	0%	1%	-%	-%	-%	1%	2%	1%	1%	1%	1%	-%
CHILDREN OBJECTING TO PARENTS SMOKING	5%	4%	6%	4%	7%	6%	2%	-%	3%	8%	5%	6%	2%	7%	7%	10%
FRIENDS OR RELATIVES URGING QUITTING SMOKING	16%	25%	13%	14%	20%	17%	13%	23%	14%	14%	16%	24%	15%	13%	22%	19%
HEALTH PROBLEMS	39%	32%	42%	44%	31%	39%	31%	38%	43%	33%	41%	39%	41%	47%	31%	27%
NONE	17%	18%	16%	13%	23%	16%	21%	27%	12%	21%	16%	17%	17%	15%	18%	17%
DON'T KNOW/NO ANSWER	1%	1%	2%	1%	1%	1%	2%	-%	1%	3%	1%	2%	3%	1%	-%	-%

9295992000

Q. 34 - WHICH ONE OR TWO THINGS ON LIST HAD MOST TO DO WITH CAUSING YOU TO QUIT SMOKING (CARD SHOWN RESPONDENT)
(ASKED OF FORMER SMOKERS)

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M	20M	30M	NON H-S	HIGH SCHOO	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	599	122	165	142	166	141	217	241	143	90	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
GOVERNMENT REPORTS ON EFFECTS OF SMOKING ON HEALTH	20%	12%	15%	24%	26%	15%	18%	24%	21%	16%	25%
EXPENSE OF SMOKING	15%	20%	13%	13%	14%	18%	15%	13%	21%	12%	15%
DOCTORS ADVISING AGAINST SMOKING	20%	16%	21%	23%	19%	24%	17%	20%	15%	22%	20%
A SMOKING CLINIC	1%	1%	1%	-%	2%	1%	*%	1%	1%	1%	-%
CHILDREN OBJECTING TO PARENTS SMOKING	5%	4%	3%	6%	8%	7%	5%	5%	7%	6%	5%
FRIENDS OR RELATIVES URGING QUITTING SMOKING	16%	14%	16%	22%	14%	16%	17%	16%	19%	20%	12%
HEALTH PROBLEMS	39%	39%	42%	39%	36%	38%	37%	41%	43%	34%	41%
NONE	17%	18%	18%	15%	16%	14%	17%	18%	10%	21%	16%
DON'T KNOW/NO ANSWER	1%	2%	1%	1%	2%	1%	2%	1%	1%	-%	1%

4295992000

Q.35 - WHEN INDOORS AND SOMEONE IS SMOKING WHAT DO YOU NORMALLY DO
(ASKED OF NON-SMOKERS)

	TOTAL NON-SMOKERS				
	1982	1980	1978	1976	1974
NUMBER OF RESPONDENTS	1688	1597	1591	1570	1476
	100%	100%	100%	100%	100%
	%	%	%	%	%
ASK HIM TO STOP	6	5	6	5	4
INDICATE DISAPPROVAL WITHOUT SAYING SO	11	11	10	9	8
TRY TO MOVE AWAY	44	45	42	39	41
DOESN'T MATTER	32	32	33	36	40
ENJOY IT	*	*	*	1	*
IT DEPENDS (VOL.)	6	5	5	7	4
DON'T KNOW/NO ANSWER	1	3	4	3	2

* LESS THAN .5 PERCENT

0002665628

Q.35 - WHEN INDOORS AND SOMEONE IS SMOKING, WHAT DO YOU NORMALLY DO
(ASKED OF NON-SMOKERS)

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	1688	678	1010	788	900	1498	153	81	388	452	536	312	624	505	383	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ASK HIM TO STOP	6%	8%	5%	7%	5%	6%	7%	6%	8%	4%	5%	8%	8%	5%	5%	3%
INDICATE DISAPPROVAL WITHOUT SAYING SO	11%	12%	9%	11%	11%	11%	9%	7%	13%	10%	10%	10%	14%	8%	11%	6%
TRY TO MOVE AWAY	44%	46%	44%	40%	48%	45%	37%	48%	42%	46%	47%	40%	38%	48%	48%	48%
DOESN'T MATTER	32%	27%	35%	35%	29%	31%	43%	30%	31%	32%	33%	31%	34%	31%	26%	39%
ENJOY IT	*%	*%	*%	*%	*%	*%	-%	-%	*%	1%	*%	1%	*%	*%	1%	-%
IT DEPENDS (VOL.)	6%	6%	6%	7%	6%	6%	3%	6%	6%	6%	4%	10%	6%	6%	8%	4%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%	1%	1%

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Q.35 - WHEN INDOORS AND SOMEONE IS SMOKING, WHAT DO YOU NORMALLY DO
(ASKED OF NON-SMOKERS)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	1688	357	464	424	429	399	576	713	417	274	313
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ASK HIM TO STOP	6%	6%	5%	6%	6%	5%	5%	7%	5%	6%	6%
INDICATE DISAPPROVAL WITHOUT SAYING SO	11%	8%	13%	9%	11%	10%	10%	11%	10%	14%	12%
TRY TO MOVE AWAY	44%	44%	45%	47%	41%	43%	46%	44%	42%	44%	44%
DOESN'T MATTER	32%	38%	28%	31%	32%	36%	33%	28%	35%	30%	26%
ENJOY IT	*%	-%	*%	*%	1%	1%	*%	1%	*%	*%	*%
IT DEPENDS (VOL.)	6%	4%	7%	6%	7%	4%	5%	8%	6%	6%	11%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%

000265630

0002665631

		EATEN OUT IN A RESTAURANT											
		FLIGHTS ON COMMERCIAL AIRLINES											
		10 OR DON'T											
		NONE 1 - 3 4 - 9 MORE KNOW											

		TOTAL											
		1688	1193	341	103	44	5	100%	100%	100%	100%	100%	5
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5
		6%	6%	6%	6%	14%	20%	7%	4%	7%	6%	20%	
		ASK HIM TO STOP	INDICATE DISAPPROVAL	WITHOUT SAYING SO	TRY TO MOVE AWAY	DOESN'T MATTER	ENJOY IT	IT DEPENDS (VOL.)	DON'T KNOW/NO ANSWER				
		11%	10%	11%	12%	14%	-%	10%	12%	10%	9%	-%	
		44%	44%	46%	50%	27%	40%	41%	44%	46%	49%	40%	
		32%	33%	28%	25%	36%	40%	38%	32%	31%	26%	40%	
		*%	*%	*%	-%	2%	-%	-%	1%	*%	*%	-%	
		6%	6%	8%	7%	7%	-%	3%	7%	6%	8%	-%	
		1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	-%	

Q. 35 - WHEN INDOORS AND SOMEONE IS SMOKING, WHAT DO YOU NORMALLY DO
(ASKED OF NON-SMOKERS)

Q.36,37 - WHETHER READ OR HEARD ANYTHING DURING THE PAST YEAR THAT MADE YOU EITHER MORE WORRIED OR LESS WORRIED ABOUT SMOKING, AND IF SO, MORE WORRIED OR LESS WORRIED

	TOTAL						SMOKERS						NON-SMOKERS					
	1982	1978	1976	1974	1972	1970	1982	1978	1976	1974	1972	1970	1982	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500 100%	2511 100%	2507 100%	2487 100%	2499 100%	2493 100%	812 100%	920 100%	937 100%	1011 100%	969 100%	969 100%	1688 100%	1591 100%	1570 100%	1476 100%	1530 100%	1524 100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
YES, HAVE READ OR HEARD SOMETHING	<u>30</u>	<u>31</u>	<u>30</u>	<u>30</u>	<u>30</u>	<u>42</u>	<u>26</u>	<u>26</u>	<u>26</u>	<u>26</u>	<u>26</u>	<u>39</u>	<u>32</u>	<u>34</u>	<u>33</u>	<u>33</u>	<u>33</u>	<u>44</u>
AND FEEL MORE WORRIED	28	29	27	27	27	38	24	24	23	22	22	34	30	32	30	31	30	41
AND FEEL LESS WORRIED	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>*</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
DON'T KNOW/NO ANSWER	1	1	2	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1
NO, HAVE NOT READ OR HEARD ANYTHING	<u>69</u>	<u>66</u>	<u>66</u>	<u>67</u>	<u>66</u>	<u>56</u>	<u>73</u>	<u>71</u>	<u>71</u>	<u>71</u>	<u>71</u>	<u>59</u>	<u>67</u>	<u>64</u>	<u>64</u>	<u>65</u>	<u>63</u>	<u>54</u>
DON'T KNOW/NO ANSWER	<u>2</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>4</u>	<u>2</u>

* LESS THAN .5 PERCENT

00026632

Q. 36, 37 - WHETHER READ OR HEARD ANYTHING DURING PAST YEAR THAT MADE YOU EITHER MORE WORRIED OR LESS WORRIED ABOUT SMOKING, AND IF SO; MORE WORRIED OR LESS WORRIED

S M O K E R S

	HEAVY SMOKERS							NON-SMOKERS		
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
YES AND FELT:										
MORE WORRIED	30%	26%	29%	25%	26%	25%	29%	32%	30%	32%
LESS WORRIED	28%	24%	25%	24%	23%	21%	28%	30%	29%	31%
DON'T KNOW/NO ANSWER	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%
NO	69%	73%	69%	74%	73%	74%	71%	67%	68%	66%
DON'T KNOW/NO ANSWER	2%	1%	2%	1%	1%	2%	-%	2%	2%	2%

000265633

Q. 36, 37 - WHETHER READ OR HEARD ANYTHING DURING PAST YEAR THAT MADE YOU EITHER MORE WORRIED OR LESS WORRIED ABOUT SMOKING, AND IF SO, MORE WORRIED OR LESS WORRIED

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
YES AND FELT:	30%	32%	28%	25%	34%	30%	28%	23%	26%	32%	29%	33%	29%	29%	30%	34%
MORE WORRIED	28%	30%	27%	23%	32%	29%	25%	21%	23%	30%	28%	30%	26%	27%	29%	34%
LESS WORRIED	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	*%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	*%
NO	69%	67%	70%	73%	64%	68%	70%	75%	71%	67%	70%	66%	68%	70%	69%	64%
DON'T KNOW/NO ANSWER	2%	1%	2%	2%	1%	2%	2%	2%	3%	1%	1%	1%	3%	1%	1%	2%

000265634

Q. 36.37 - WHETHER READ OR HEARD ANYTHING DURING PAST YEAR THAT MADE YOU EITHER MORE WORRIED OR LESS WORRIED ABOUT SMOKING, AND IF SO, MORE WORRIED OR LESS WORRIED

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES AND FELT:	30%	29%	29%	29%	32%	28%	28%	32%	26%	28%	31%
MORE WORRIED	28%	27%	27%	27%	31%	26%	26%	31%	24%	27%	29%
LESS WORRIED	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	1%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%
NO	69%	69%	69%	70%	66%	69%	70%	67%	72%	71%	68%
DON'T KNOW/NO ANSWER	2%	2%	2%	1%	1%	3%	1%	1%	2%	1%	1%

000265635

Q.38 - WHAT READ OR HEARD THAT MADE YOU MORE (OR LESS) WORRIED
(ASKED OF RESPONDENTS FEELING MORE OR LESS WORRIED)

	TOTAL						SMOKERS						NON-SMOKERS					
	1982	1978	1976	1974	1972	1970	1982	1978	1976	1974	1972	1970	1982	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	723	747	756	744	750	1042	202	228	241	263	248	376	521	519	515	481	502	666
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
CANCER CAUSED THROUGH SMOKING (TYPE NOT SPECIFIED)	22	24	9	9	10	11	29	20	12	9	10	9	19	26	8	9	10	12
SMOKING CAUSES, MAY CAUSE LUNG CANCER, RATE OF LUNG CANCER UP	19	20	20	19	24	26	17	18	17	18	19	26	20	21	21	20	26	25
SMOKING HARD ON LUNGS, CAUSES LUNG DISEASES	7	10	6	4	6	5	8	13	4	4	6	4	7	9	7	5	6	6
SMOKING CAUSES, MAY CAUSE HEART ATTACKS AND HEART TROUBLE	10	13	5	7	8	8	13	13	4	6	9	9	9	13	6	7	8	8
HEARD ABOUT LINK BETWEEN EMPHYSEMA AND SMOKING, SMOKING CAUSES EMPHYSEMA	3	6	8	7	9	7	3	4	10	8	6	6	3	7	7	6	11	8
SMOKING CAUSES, MAY CAUSE CANCER OF THE THROAT	2	1	1	1	2	1	*	-	1	2	1	1	2	2	1	1	2	2
CANCER RATE IS UP IN WOMEN	1	-	-	-	-	-	2	-	-	-	-	-	1	-	-	-	-	-
SMOKING CAUSES, LINKED TO OTHER SPECIFIC HEALTH PROBLEMS (CIRCULATORY PROBLEMS, ETC.)	3	6	2	3	6	-	6	7	1	2	6	-	2	6	2	3	6	-
SMOKING SHORTENS LIFE	3	2	1	1	2	-	2	1	2	1	2	-	4	3	1	1	2	-
RADIATION EFFECTS OF CIGARETTE SMOKE	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-
HURTS NON-SMOKERS/CHILDREN IN THE SAME ROOM (WITH SMOKERS)	11	6	7	3	2	-	4	*	1	*	1	-	13	8	9	5	3	-
SMOKING DURING PREGNANCY HARMS UNBORN BABIES	4	3	3	2	-	-	4	2	2	2	-	-	4	4	3	2	-	-
DANGEROUS TO SMOKE WHILE TAKING BIRTH CONTROL PILLS	*	-	-	-	-	-	1	-	-	-	-	-	*	-	-	-	-	-

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* LESS THAN .5 PERCENT

(CONTINUED)

Q.38 - (CONTINUED)

	TOTAL						SMOKERS						NON-SMOKERS					
	1982	1978	1976	1974	1972	1970	1982	1978	1976	1974	1972	1970	1982	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	723	747	756	744	750	1042	202	228	241	263	248	376	521	519	515	481	502	666
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
SMOKING IS HAZARDOUS, DANGEROUS TO HEALTH (NFI)	13	11	11	10	6	5	12	11	10	8	7	4	13	11	12	12	5	5
FIRE STARTED FROM SMOULDERING CIGARETTES	*	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
I, FAMILY, FRIENDS WERE ADVISED BY THE DOCTOR TO STOP SMOKING FOR HEALTH REASONS	2	2	6	5	4	4	3	2	7	8	5	5	1	2	5	4	4	3
HEARD ABOUT FAMOUS PEOPLE DYING OF LUNG CANCER (CHET HUNTLEY, ETC.)	*	-	*	1	-	-	*	-	-	1	-	-	*	-	*	2	-	-
TOLD ABOUT HAZARDS OF SMOKING IN HEALTH CLASSES	2	2	3	2	-	-	2	3	4	3	-	-	2	1	2	2	-	-
READ WARNING ON CIGARETTE PACKAGE (I.E., SMOKING IS DANGEROUS TO YOUR HEALTH)	1	1	1	2	-	-	*	2	1	3	-	-	1	1	1	1	-	-
KNOW SMOKERS PERSONALLY WHO HAVE HAD LUNG CANCER, OTHER ILLNESSES FROM SMOKING	4	7	11	11	9	10	5	6	10	10	7	6	4	7	12	12	11	13
REPORTS ON DANGERS OF SMOKING OVEREMPHASIZED, DANGERS NOT PROVEN, REPORTS CONTRADICTORY	*	*	2	2	2	1	-	-	4	5	3	1	*	*	1	*	1	*
TOBACCO COMPANIES, INDUSTRY MAKES MONEY ON SMOKERS, MAKES TOO MUCH MONEY	*	*	-	1	-	-	-	-	-	1	-	-	*	1	-	*	-	-
READ REPORTS ON MEDICAL FINDINGS, STATISTICAL REPORTS IN NEWSPAPERS AND MAGAZINES	1	1	4	1	4	6	-	*	4	*	2	5	1	2	3	1	5	6
HEARD REPORTS ON TV (NFI)	*	3	3	5	7	13	-	3	1	5	7	11	*	3	3	5	6	14

(CONTINUED)

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Q.38 - (CONTINUED)

	TOTAL						SMOKERS						NON-SMOKERS					
	1982	1978	1976	1974	1972	1970	1982	1978	1976	1974	1972	1970	1982	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	723	747	756	744	750	1042	202	228	241	263	248	376	521	519	515	481	502	666
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
SAW TV ADS WARNING ON DANGERS OF SMOKING	*	2	4	5	5	16	-	3	7	4	7	20	1	1	3	5	5	14
SAW TV PROGRAM ON DANGERS OF SMOKING	1	3	2	4	-	-	*	6	2	6	-	-	1	2	2	3	-	-
SAW, HEARD ABOUT SURGEON GENERAL'S REPORT	2	1	*	1	-	-	1	1	*	2	-	-	2	1	*	1	-	-
SAW, HEARD ABOUT HEALTH REPORTS (ISSUED BY U.S. GOVERNMENT)	*	1	*	2	5	2	-	*	-	2	4	2	*	1	*	1	6	3
SAW CANCER SOCIETY PAMPHLETS, REPORTS, PICTURES	*	3	2	1	*	1	-	3	2	1	*	*	*	3	1	1	*	1
ARTICLES READ IN NEWSPAPERS, MAGAZINES ON HEALTH HAZARDS OF SMOKING	*	6	4	8	8	7	-	5	5	6	6	7	*	7	3	8	9	7
MORE YOUNG PEOPLE/TEENAGERS SMOKING	1	3	2	2	-	-	-	*	1	1	1	-	1	4	3	2	-	*
HEART ASSOCIATION GIVES WARNINGS/HELPS PEOPLE STOP SMOKING	*	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
ALL OTHER ANSWERS	3	8	10	15	24	16	4	13	12	16	22	18	3	6	11	15	24	18
DON'T KNOW/NO ANSWER	5	4	4	5	3	1	5	6	2	5	3	1	5	2	5	5	3	1

* LESS THAN .5 PERCENT

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**Q. 38A - WHAT READ OR HEARD THAT MADE YOU MORE WORRIED
(ASKED OF RESPONDENTS FEELING MORE WORRIED)**

S M O K E R S

	S M O K E R S							N O N - S M O K E R S		
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	697 100%	191 100%	22 100%	48 100%	119 100%	86 100%	33 100%	506 100%	173 100%	333 100%
CANCER CAUSED THROUGH SMOKING	22%	30%	23%	33%	29%	29%	30%	19%	20%	19%
SMOKING CAUSES/MAY CAUSE LUNG CANCER, RATE OF LUNG CANCER UP	19%	18%	23%	19%	17%	20%	9%	20%	21%	20%
SMOKING HARD ON LUNGS/CAUSES LUNG DISEASES	7%	8%	5%	13%	8%	8%	6%	7%	7%	7%
SMOKING CAUSES/MAY CAUSE HEART ATTACKS/HEART TROUBLE	10%	13%	9%	8%	16%	14%	21%	9%	10%	9%
HEARD OF LINK BETWEEN EMPHYSEMA AND SMOKING/ SMOKING CAUSES EMPHYSEMA	3%	4%	-%	4%	4%	3%	6%	3%	3%	3%
SMOKING CAUSES/MAY CAUSE CANCER OF THE THROAT	2%	1%	-%	-%	1%	1%	-%	2%	3%	2%
CANCER RATE IS UP IN WOMEN/ SMOKING MORE DANGEROUS FOR WOMEN	1%	2%	14%	-%	1%	-%	3%	1%	1%	1%
SMOKING CAUSES/LINKED TO OTHER SPECIFIC HEALTH PROBLEMS	4%	7%	-%	6%	8%	6%	15%	2%	3%	2%
SMOKING SHORTENS LIFE	3%	2%	-%	2%	2%	-%	6%	4%	5%	3%
HEARD ABOUT RADIATION EFFECTS OF CIGARETTE SMOKE/THAT CIGARETTES GIVE OFF LETHAL FUMES/THAT CHEMICALS USED ON TOBACCO LEAVES GIVE OFF RADIOACTIVE GAS WHEN BURNED	1%	1%	5%	-%	1%	-%	3%	1%	2%	1%
HURTS NON-SMOKERS/ CHILDREN IN SAME ROOM	11%	5%	-%	2%	7%	7%	6%	14%	10%	16%

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Q. 38A - WHAT READ OR HEARD THAT MADE YOU MORE WORRIED
(ASKED OF RESPONDENTS FEELING MORE WORRIED)

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE		TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	697 100%	191 100%	22 100%	48 100%	119 100%	86 100%	33 100%	506 100%	173 100%	333 100%
SMOKING DURING PREGNANCY HARMS UNBORN BABIES	4%	4%	14%	2%	3%	5%	-%	4%	3%	5%
DANGEROUS TO SMOKE WHILE TAKING BIRTH CONTROL PILLS	*%	1%	-%	-%	2%	2%	-%	*%	1%	-%
SMOKING IS HAZARDOUS/ DANGEROUS TO HEALTH	13%	13%	14%	10%	13%	15%	9%	13%	15%	12%
FIRES STARTED FROM SMOULDERING CIGARETTES	*%	-%	-%	-%	-%	-%	-%	1%	-%	1%
I/FAMILY/ FRIENDS ADVISED BY DOCTOR TO STOP SMOKING FOR HEALTH REASONS	2%	3%	5%	2%	3%	3%	3%	1%	2%	1%
HEARD ABOUT FAMOUS PEOPLE DYING OF LUNG CANCER	*%	1%	-%	2%	-%	-%	-%	*%	1%	*%
TOLD ABOUT HAZARDS OF SMOKING IN HEALTH CLASSES	2%	2%	-%	-%	3%	3%	3%	2%	1%	3%
READ (NEW) WARNING ON CIGARETTE PACKAGE	1%	1%	-%	2%	-%	-%	-%	1%	1%	2%
KNOW SMOKERS PERSONALLY WHO HAVE HAD LUNG CANCER/ OTHER ILLNESSES FROM SMOKING	4%	6%	5%	8%	5%	3%	9%	4%	4%	4%
MORE YOUNG PEOPLE/ TEENAGERS ARE SMOKING/TEENS STARTING TO SMOKE AT EARLIER AGE	1%	-%	-%	-%	-%	-%	-%	1%	2%	1%
TOBACCO COMPANIES/ INDUSTRY MAKES MONEY ON SMOKERS	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%

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**Q.38A - WHAT READ OR HEARD THAT MADE YOU MORE WORRIED
(ASKED OF RESPONDENTS FEELING MORE WORRIED)**

S M O K E R S

HEAVY SMOKERS

N O N - S M O K E R S

	S M O K E R S			HEAVY SMOKERS			N O N - S M O K E R S			
	TOTAL	LIGHT	MODER-	TOTAL	40 OR		TOTAL	EX-	NEVER	
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE	NON-	SMOKERS	SMOKED	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	
TOTAL RESPONDENTS	697	191	22	48	119	86	33	506	173	333
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
REPORTS ON MEDICAL FINDINGS/STATISTICAL REPORTS IN NEWSPAPERS, MAGAZINES	1%	-%	-%	-%	-%	-%	-%	1%	-%	2%
HEARD REPORTS ON T. V.	*%	-%	-%	-%	-%	-%	-%	*%	1%	-%
SAW T. V. ADS WARNING ON DANGERS OF SMOKING	*%	-%	-%	-%	-%	-%	-%	1%	-%	1%
SAW T. V. PROGRAM ON DANGERS OF SMOKING	1%	1%	-%	-%	-%	-%	-%	1%	-%	1%
SAW/HEARD SURGEON GENERAL'S REPORT	2%	1%	-%	-%	2%	2%	-%	2%	2%	2%
SAW/HEARD HEALTH REPORTS	*%	-%	-%	-%	-%	-%	-%	*%	1%	-%
SAW CANCER SOCIETY PAMPHLETS/REPORTS	*%	-%	-%	-%	-%	-%	-%	*%	-%	1%
ARTICLES READ IN NEWSPAPERS/MAGAZINES ON HEALTH HAZARDS OF SMOKING	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%
HEART ASSOCIATION GIVES WARNINGS/ HELPS PEOPLE STOP SMOKING	*%	-%	-%	-%	-%	-%	-%	1%	-%	1%
ALL OTHER ANSWERS	2%	3%	-%	4%	3%	2%	3%	2%	2%	2%
DON'T KNOW	4%	3%	-%	6%	3%	3%	-%	4%	2%	5%

0002665641

S M O K E S

NON-8MOKER8

[illegible]

TOTAL RESPONDENTS									
26	11	2	1	8	7	1	15	4	11
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CANCER CAUSED THROUGH SMOKING	15%	18%	50%	-%	13%	-%	100%	13%	-%
SMOKING CAUSES/MAY CAUSE LUNG CANCER, RATE OF LUNG CANCER UP	8%	9%	-%	-%	13%	14%	-%	7%	-%
SMOKING HARD ON									
LUNGS/CAUSES LUNG DISEASES	4%	-%	-%	-%	-%	-%	-%	7%	-%
SMOKING CAUSES/MAY CAUSE									
HEART ATTACKS/HEART TROUBLE	8%	9%	-%	-%	13%	14%	-%	7%	-%
CANCER RATE IS UP IN WOMEN/									
SMOKING MORE DANGEROUS FOR WOMEN	4%	-%	-%	-%	-%	-%	-%	7%	-%
SMOKING SHORTENS LIFE	4%	9%	-%	-%	13%	14%	-%	-%	-%
SMOKING IS HAZARDOUS/									
DANGEROUS TO HEALTH	8%	-%	-%	-%	-%	-%	-%	13%	25%
REPORTS ON DANGERS OF									
SMOKING OVEREMPHASIZED/DANGERS									
NOT PROVEN/REPORTS CONTRADICTORY	8%	-%	-%	-%	-%	-%	-%	13%	25%
ALL OTHER ANSWERS	23%	27%	-%	100%	25%	29%	-%	20%	-%
DON'T KNOW	27%	36%	50%	-%	37%	43%	-%	20%	50%

Q. 38A - WHAT READ OR HEARD THAT MADE YOU MORE WORRIED
 (ASKED OF THOSE FEELING MORE WORRIED)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	697 100%	310 100%	387 100%	272 100%	425 100%	621 100%	67 100%	25 100%	135 100%	202 100%	223 100%	137 100%	245 100%	210 100%	158 100%	84 100%
CANCER CAUSED THROUGH SMOKING	22%	22%	22%	22%	22%	20%	42%	44%	22%	25%	22%	18%	29%	17%	16%	24%
SMOKING CAUSES/MAY CAUSE LUNG CANCER, RATE OF LUNG CANCER UP	19%	14%	24%	18%	20%	19%	22%	12%	13%	18%	29%	12%	16%	20%	19%	31%
SMOKING HARD ON LUNGS/CAUSES LUNG DISEASES	7%	9%	6%	6%	8%	8%	6%	8%	10%	6%	7%	8%	7%	7%	8%	6%
SMOKING CAUSES/MAY CAUSE HEART ATTACKS/HEART TROUBLE	10%	6%	14%	8%	12%	10%	10%	4%	13%	11%	11%	6%	9%	13%	8%	12%
HEARD OF LINK BETWEEN EMPHYSEMA AND SMOKING/SMOKING CAUSES EMPHYSEMA	3%	1%	5%	2%	4%	3%	1%	-%	2%	4%	3%	3%	2%	3%	4%	2%
SMOKING CAUSES/MAY CAUSE CANCER OF THE THROAT	2%	1%	3%	1%	2%	2%	3%	8%	2%	1%	2%	1%	2%	2%	1%	1%
CANCER RATE IS UP IN WOMEN/SMOKING MORE DANGEROUS FOR WOMEN	1%	1%	1%	-%	2%	1%	-%	-%	4%	*%	-%	2%	2%	1%	2%	-%
SMOKING CAUSES/LINKED TO OTHER SPECIFIC HEALTH PROBLEMS	4%	1%	5%	3%	4%	4%	3%	-%	4%	5%	3%	2%	5%	4%	1%	4%
SMOKING SHORTENS LIFE	3%	5%	2%	4%	3%	3%	-%	8%	5%	3%	2%	3%	3%	4%	3%	4%
HEARD ABOUT RADIATION EFFECTS OF CIGARETTE SMOKE/THAT CIGARETTES GIVE OFF LETHAL FUMES/THAT CHEMICALS USED ON TOBACCO LEAVES GIVE OFF RADIOACTIVE GAS WHEN BURNED	1%	2%	*%	1%	1%	1%	1%	4%	-%	1%	*%	3%	1%	1%	2%	1%
HURTS NON-SMOKERS/CHILDREN IN SAME ROOM	11%	14%	9%	11%	12%	12%	4%	20%	10%	10%	8%	20%	13%	13%	11%	1%
SMOKING DURING PREGNANCY HARMS UNBORN BABIES	4%	6%	3%	3%	5%	5%	1%	-%	4%	3%	4%	5%	4%	4%	5%	2%

0002659954

Q. 38A - WHAT READ OR HEARD THAT MADE YOU MORE WORRIED
(ASKED OF THOSE FEELING MORE WORRIED)

	AGE			SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D	
TOTAL RESPONDENTS	697	310	387	272	425	621	67	25	135	202	223	137	245	210	158	84	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
DANGEROUS TO SMOKE WHILE TAKING BIRTH CONTROL PILLS	*%	1%	-%	-%	1%	*%	-%	-%	1%	*%	-%	1%	*%	*%	1%	-%	
SMOKING IS HAZARDOUS/ DANGEROUS TO HEALTH	13%	12%	14%	18%	9%	13%	12%	12%	16%	12%	10%	15%	16%	10%	14%	11%	
FIRES STARTED FROM SMOULDERING CIGARETTES	*%	-%	1%	*%	*%	*%	-%	-%	-%	*%	*%	1%	1%	-%	1%	-%	
I/FAMILY/ FRIENDS ADVISED BY DOCTOR TO STOP SMOKING FOR HEALTH REASONS	2%	1%	2%	1%	2%	2%	1%	-%	1%	1%	2%	1%	2%	1%	1%	-%	
HEARD ABOUT FAMOUS PEOPLE DYING OF LUNG CANCER	*%	-%	1%	1%	*%	*%	-%	-%	1%	*%	-%	1%	*%	*%	1%	-%	
TOLD ABOUT HAZARDS OF SMOKING IN HEALTH CLASSES	2%	4%	1%	3%	2%	2%	1%	4%	1%	3%	2%	3%	*%	3%	3%	5%	
READ (NEW) WARNING ON CIGARETTE PACKAGE	1%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	2%	-%	1%	
KNOW SMOKERS PERSONALLY WHO HAVE HAD LUNG CANCER/ OTHER ILLNESSES FROM SMOKING	4%	4%	5%	4%	5%	5%	1%	-%	4%	5%	3%	7%	4%	4%	6%	4%	
MORE YOUNG PEOPLE/ TEENAGERS ARE SMOKING/TEENS STARTING TO SMOKE AT EARLIER AGE	1%	1%	1%	*%	1%	1%	-%	-%	1%	*%	*%	2%	*%	2%	1%	-%	
TOBACCO COMPANIES/ INDUSTRY MAKES MONEY ON SMOKERS	*%	*%	-%	*%	-%	*%	-%	-%	1%	-%	-%	-%	-%	-%	1%	-%	
REPORTS ON MEDICAL FINDINGS/STATISTICAL REPORTS IN NEWSPAPERS, MAGAZINES	1%	1%	1%	1%	1%	1%	-%	-%	-%	-%	*%	3%	-%	-%	3%	-%	
HEARD REPORTS ON T.V.	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	-%	1%	-%	-%	1%	-%	

000265644

**Q. 38A - WHAT READ OR HEARD THAT MADE YOU MORE WORRIED
(ASKED OF THOSE FEELING MORE WORRIED)**

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	697 100%	310 100%	387 100%	272 100%	425 100%	621 100%	67 100%	25 100%	135 100%	202 100%	223 100%	137 100%	245 100%	210 100%	158 100%	84 100%
SAW T.V. ADS WARNING ON DANGERS OF SMOKING	*%	1%	*%	*%	*%	*%	-%	-%	1%	1%	-%	-%	-%	*%	-%	2%
SAW T.V. PROGRAM ON DANGERS OF SMOKING	1%	1%	1%	*%	1%	*%	1%	-%	1%	-%	*%	1%	-%	*%	-%	4%
SAW/HEARD SURGEON GENERALS REPORT	2%	2%	1%	3%	1%	1%	3%	-%	1%	2%	1%	2%	2%	1%	1%	2%
SAW/HEARD HEALTH REPORTS	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%
SAW CANCER SOCIETY PAMPHLETS/REPORTS	*%	*%	*%	-%	*%	*%	1%	-%	-%	-%	*%	1%	*%	-%	1%	-%
ARTICLES READ IN NEWSPAPERS/MAGAZINES ON HEALTH HAZARDS OF SMOKING	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	1%	-%	-%	1%	-%
HEART ASSOCIATION GIVES WARNINGS/ HELPS PEOPLE STOP SMOKING	*%	*%	1%	1%	*%	*%	1%	-%	1%	*%	-%	-%	-%	1%	-%	1%
ALL OTHER ANSWERS	2%	3%	2%	3%	2%	2%	3%	-%	2%	1%	3%	4%	1%	3%	3%	2%
DON'T KNOW	4%	5%	3%	5%	3%	4%	4%	-%	4%	4%	4%	3%	2%	4%	6%	5%

0002665645

Q. 388 - WHAT READ OR HEARD THAT MADE YOU LESS WORRIED
(ASKED OF THOSE FEELING LESS WORRIED)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	26 100%	15 100%	11 100%	16 100%	10 100%	21 100%	5 100%	1 100%	4 100%	9 100%	6 100%	7 100%	10 100%	9 100%	6 100%	1 100%
CANCER CAUSED THROUGH SMOKING	15%	7%	27%	13%	20%	10%	40%	-%	25%	22%	17%	-%	20%	11%	-%	100%
SMOKING CAUSES/MAY CAUSE LUNG CANCER, RATE OF LUNG CANCER UP	8%	7%	9%	6%	10%	5%	20%	-%	-%	11%	17%	-%	10%	-%	17%	-%
SMOKING HARD ON LUNGS/CAUSES LUNG DISEASES	4%	7%	-%	6%	-%	5%	-%	-%	25%	-%	-%	-%	-%	11%	-%	-%
SMOKING CAUSES/MAY CAUSE HEART ATTACKS/HEART TROUBLE	8%	13%	-%	6%	10%	10%	-%	100%	-%	11%	-%	14%	20%	-%	-%	-%
CANCER RATE IS UP IN WOMEN/ SMOKING MORE DANGEROUS FOR WOMEN	4%	7%	-%	-%	10%	-%	20%	-%	-%	-%	17%	-%	10%	-%	-%	-%
SMOKING SHORTENS LIFE	4%	7%	-%	-%	10%	5%	-%	100%	-%	11%	-%	-%	10%	-%	-%	-%
SMOKING IS HAZARDOUS/ DANGEROUS TO HEALTH	8%	-%	18%	-%	20%	10%	-%	-%	-%	-%	17%	14%	-%	-%	33%	-%
REPORTS ON DANGERS OF SMOKING OVEREMPHASIZED/DANGERS NOT PROVEN/REPORTS CONTRADICTORY	8%	13%	-%	6%	10%	10%	-%	-%	-%	11%	-%	14%	10%	-%	17%	-%
ALL OTHER ANSWERS	23%	33%	9%	31%	10%	24%	20%	-%	25%	22%	-%	43%	20%	44%	-%	-%
DON'T KNOW	27%	20%	36%	31%	20%	29%	20%	-%	25%	22%	50%	14%	20%	33%	33%	-%

000265646

Q. 38A - WHAT READ OR HEARD THAT MADE YOU MORE WORRIED
(ASKED OF THOSE FEELING MORE WORRIED)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MOR	
TOTAL RESPONDENTS	697 100%	148 100%	185 100%	166 100%	192 100%	173 100%	235 100%	289 100%	160 100%	112 100%	126 100%
CANCER CAUSED THROUGH SMOKING	22%	26%	23%	17%	22%	28%	21%	19%	22%	22%	20%
SMOKING CAUSES/MAY CAUSE LUNG CANCER, RATE OF LUNG CANCER UP	19%	28%	25%	12%	14%	27%	20%	15%	19%	20%	12%
SMOKING HARD ON LUNGS/CAUSES LUNG DISEASES	7%	10%	7%	7%	6%	9%	9%	5%	12%	5%	6%
SMOKING CAUSES/MAY CAUSE HEART ATTACKS/HEART TROUBLE	10%	17%	9%	11%	7%	14%	9%	9%	9%	10%	8%
HEARD OF LINK BETWEEN EMPHYSEMA AND SMOKING/ SMOKING CAUSES EMPHYSEMA	3%	3%	3%	4%	3%	6%	3%	1%	3%	2%	3%
SMOKING CAUSES/MAY CAUSE CANCER OF THE THROAT	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	1%
CANCER RATE IS UP IN WOMEN/ SMOKING MORE DANGEROUS FOR WOMEN	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%
SMOKING CAUSES/LINKED TO OTHER SPECIFIC HEALTH PROBLEMS	4%	3%	3%	5%	3%	3%	3%	4%	3%	3%	5%
SMOKING SHORTENS LIFE	3%	3%	3%	2%	4%	3%	3%	3%	2%	3%	2%
HEARD ABOUT RADIATION EFFECTS OF CIGARETTE SMOKE/THAT CIGARETTES GIVE OFF LETHAL FUMES/THAT CHEMICALS USED ON TOBACCO LEAVES GIVE OFF RADIOACTIVE GAS WHEN BURNED	1%	1%	2%	2%	1%	2%	*%	1%	1%	-%	2%
HURTS NON-SMOKERS/ CHILDREN IN SAME ROOM	11%	8%	10%	12%	15%	3%	14%	15%	8%	13%	18%
SMOKING DURING PREGNANCY HARMS UNBORN BABIES	4%	3%	4%	4%	6%	1%	3%	7%	3%	6%	8%

000265647

G. 38A - WHAT READ OR HEARD THAT MADE YOU MORE WORRIED
(ASKED OF THOSE FEELING MORE WORRIED)

	INCOME				FORMAL EDUCATION			OCCUPATION			
		10M UNDER 10M	20M UNDER 20M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MGR	
TOTAL	697	148	185	166	192	173	235	289	160	112	126
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS											
DANGEROUS TO SMOKE WHILE TAKING BIRTH CONTROL PILLS	*%	-%	1%	1%	1%	-%	1%	*%	-%	1%	-%
SMOKING IS HAZARDOUS/ DANGEROUS TO HEALTH	13%	8%	17%	12%	14%	12%	12%	13%	12%	13%	16%
FIRES STARTED FROM SMOULDERING CIGARETTES	*%	-%	1%	1%	1%	-%	1%	*%	1%	-%	1%
I/FAMILY/ FRIENDS ADVISED BY DOCTOR TO STOP SMOKING FOR HEALTH REASONS	2%	1%	1%	1%	4%	2%	*%	2%	3%	1%	2%
HEARD ABOUT FAMOUS PEOPLE DYING OF LUNG CANCER	*%	1%	-%	-%	1%	1%	-%	1%	-%	-%	1%
TOLD ABOUT HAZARDS OF SMOKING IN HEALTH CLASSES	2%	2%	3%	3%	2%	3%	2%	2%	4%	4%	2%
READ (NEW) WARNING ON CIGARETTE PACKAGE	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%
KNOW SMOKERS PERSONALLY WHO HAVE HAD LUNG CANCER/ OTHER ILLNESSES FROM SMOKING	4%	3%	3%	7%	6%	5%	3%	5%	2%	5%	4%
MORE YOUNG PEOPLE/ TEENAGERS ARE SMOKING/TEENS STARTING TO SMOKE AT EARLIER AGE	1%	1%	1%	1%	2%	1%	1%	1%	2%	-%	2%
TOBACCO COMPANIES/ INDUSTRY MAKES MONEY ON SMOKERS	*%	-%	-%	-%	1%	-%	-%	*%	-%	-%	1%
REPORTS ON MEDICAL FINDINGS/STATISTICAL REPORTS IN NEWSPAPERS, MAGAZINES	1%	-%	1%	1%	2%	-%	*%	1%	-%	1%	1%
HEARD REPORTS ON T. V.	*%	-%	-%	1%	-%	-%	-%	*%	-%	-%	-%

8495992000

**Q. 38A - WHAT READ OR HEARD THAT MADE YOU MORE WORRIED
(ASKED OF THOSE FEELING MORE WORRIED)**

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M	20M	30M	OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
	697	148	185	166	192	173	235	289	160	112	126
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS											
SAW T.V. ADS WARNING ON DANGERS OF SMOKING	*%	1%	1%	-%	1%	-%	1%	*%	1%	1%	-%
SAW T.V. PROGRAM ON DANGERS OF SMOKING	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	-%
SAW/HEARD SURGEON GENERALS REPORT	2%	1%	1%	3%	2%	1%	1%	2%	2%	2%	2%
SAW/HEARD HEALTH REPORTS	*%	-%	-%	1%	-%	-%	-%	*%	-%	1%	-%
SAW CANCER SOCIETY PAMPHLETS/REPORTS	*%	1%	1%	-%	-%	-%	1%	-%	-%	-%	-%
ARTICLES READ IN NEWSPAPERS/MAGAZINES ON HEALTH HAZARDS OF SMOKING	*%	1%	-%	-%	-%	-%	-%	*%	-%	-%	-%
HEART ASSOCIATION GIVES WARNINGS/ HELPS PEOPLE STOP SMOKING	*%	1%	1%	-%	-%	1%	1%	-%	1%	-%	-%
ALL OTHER ANSWERS	2%	1%	3%	2%	4%	3%	1%	3%	2%	4%	1%
DON'T KNOW	4%	3%	4%	3%	4%	3%	5%	3%	6%	2%	2%

000265649

Q.388 - WHAT READ OR HEARD THAT MADE YOU LESS WORRIED
(ASKED OF THOSE FEELING LESS WORRIED)

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MOR
TOTAL RESPONDENTS	26 100%	6 100%	5 100%	10 100%	5 100%	7 100%	9 100%	10 100%	8 100%	2 100%	4 100%
CANCER CAUSED THROUGH SMOKING	15%	-%	40%	20%	-%	29%	11%	10%	13%	50%	-%
SMOKING CAUSES/MAY CAUSE LUNG CANCER, RATE OF LUNG CANCER UP	8%	-%	-%	20%	-%	-%	11%	10%	-%	-%	50%
SMOKING HARD ON LUNGS/CAUSES LUNG DISEASES	4%	-%	-%	10%	-%	-%	-%	10%	13%	-%	-%
SMOKING CAUSES/MAY CAUSE HEART ATTACKS/HEART TROUBLE	8%	17%	-%	10%	-%	-%	22%	-%	13%	-%	-%
CANCER RATE IS UP IN WOMEN/ SMOKING MORE DANGEROUS FOR WOMEN	4%	-%	-%	10%	-%	-%	-%	10%	-%	-%	25%
SMOKING SHORTENS LIFE	4%	-%	-%	10%	-%	-%	11%	-%	-%	-%	-%
SMOKING IS HAZARDOUS/ DANGEROUS TO HEALTH	8%	33%	-%	-%	-%	14%	11%	-%	-%	-%	-%
REPORTS ON DANGERS OF SMOKING OVEREMPHASIZED/DANGERS NOT PROVEN/REPORTS CONTRADICTORY	8%	-%	20%	-%	20%	14%	11%	-%	25%	-%	-%
ALL OTHER ANSWERS	23%	17%	-%	20%	60%	29%	22%	20%	13%	50%	25%
DON'T KNOW	27%	33%	40%	20%	20%	14%	11%	50%	25%	-%	25%

0595992000

Q.39 - KNOW ENOUGH ABOUT SMOKING AND HEALTH OR NEED TO KNOW MORE

	TOTAL						SMOKERS						NON-SMOKERS					
	1982	1978	1976	1974	1972	1970	1982	1978	1976	1974	1972	1970	1982	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500	2511	2507	2487	2499	2493	812	920	937	1011	969	969	1688	1591	1570	1476	1530	1524
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
KNOW ENOUGH	75	70	63	64	61	62	73	70	63	62	58	61	76	70	63	66	64	63
NEED TO KNOW MORE	22	26	32	32	34	34	25	26	32	33	38	36	21	25	32	31	32	33
DON'T KNOW/NO ANSWER	2	4	4	4	4	4	2	4	5	4	4	3	2	4	4	3	4	5

000265651

Q. 39 - KNOW ENOUGH ABOUT SMOKING AND HEALTH OR NEED TO KNOW MORE

	S M O K E R S							N O N - S M O K E R S		
					H E A V Y S M O K E R S					
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
KNOW ENOUGH	75%	73%	67%	65%	76%	75%	80%	76%	82%	73%
NEED TO KNOW MORE	22%	25%	33%	30%	22%	22%	19%	21%	16%	24%
DON'T KNOW/NO ANSWER	2%	2%	0%	5%	2%	2%	1%	2%	2%	3%

000265652

Q.39 - KNOW ENOUGH ABOUT SMOKING AND HEALTH OR NEED TO KNOW MORE

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
KNOW ENOUGH	75%	70%	79%	76%	74%	77%	59%	75%	74%	75%	74%	78%	73%	80%	78%	63%
NEED TO KNOW MORE	22%	28%	18%	21%	23%	21%	37%	21%	22%	23%	24%	20%	23%	19%	20%	34%
DON'T KNOW/NO ANSWER	2%	2%	2%	2%	2%	2%	5%	4%	3%	2%	2%	2%	4%	1%	2%	2%

0002065653

Q. 39 - KNOW ENOUGH ABOUT SMOKING AND HEALTH OR NEED TO KNOW MORE

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M 20M	20M 30M	30M AND OVER	NON H-S GRAD	HIGH SCHD GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
KNOW ENOUGH	75%	70%	76%	77%	78%	72%	75%	78%	70%	75%	84%
NEED TO KNOW MORE	22%	27%	21%	21%	21%	25%	23%	20%	27%	22%	15%
DON'T KNOW/NO ANSWER	2%	3%	3%	2%	2%	3%	2%	2%	3%	3%	1%

0002665654

Q.40 - WHICH ONE OR TWO LISTED ORGANIZATIONS ARE CONSIDERED THE MOST RELIABLE
SOURCES OF INFORMATION ON SMOKING AND HEALTH (CARD SHOWN RESPONDENT)

	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500 100%	2512 100%	2511 100%	2507 100%	2487 100%	2499 100%	2493 100%	812 100%	430 100%	920 100%	937 100%	1011 100%	969 100%	969 100%	1688 100%	797 100%	1591 100%	1570 100%	1476 100%	1530 100%	1524 100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
MEDICAL SCHOOLS	20	17	20	22	21	14	19	20	14	19	20	21	15	17	19	17	21	23	21	14	20
GOVERNMENT AGENCIES	8	11	7	6	8	10	11	8	11	6	6	7	11	8	8	13	7	7	9	10	13
THE TOBACCO INSTITUTE	4	5						6	7						3	3					
INDEPENDENT RESEARCH LABORATORIES	27	27	32	31	31	25	26	25	30	34	34	32	26	30	27	25	31	29	30	25	24
ORGANIZATIONS LIKE THE AMERICAN MEDICAL ASSOCIATION	42	42	43	38	41	46	47	40	37	40	34	39	45	45	42	42	45	41	43	47	49
ORGANIZATIONS LIKE THE AMERICAN CANCER SOCIETY	68	68	61	66	62	62	62	60	62	54	61	53	54	54	71	72	64	68	67	66	66
NONE	2	1	2	2	1	1	1	3	3	2	3	1	2	1	1	1	1	1	1	1	*
DON'T KNOW/ NO ANSWER	2	3	4	3	2	4	3	4	3	5	3	3	4	3	2	3	3	4	2	4	3

NOTE: LIST WITH "THE TOBACCO INSTITUTE" HALF SAMPLED IN 1980

* LESS THAN .5 PERCENT

SS95992000

Q. 40 - WHICH ONE OR TWO LISTED ORGANIZATIONS ARE CONSIDERED THE MOST RELIABLE SOURCES OF INFORMATION ON SMOKING AND HEALTH (CARD SHOWN RESPONDENT)

	S M O K E R S							N O N - S M O K E R S		
					H E A V Y S M O K E R S					
	TOTAL TOTAL SMOKERS	LIGHT SMOKERS	M O D E R - A T E SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE		TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
MEDICAL SCHOOLS	20%	20%	22%	23%	18%	18%	18%	19%	16%	21%
GOVERNMENT AGENCIES	8%	8%	9%	6%	9%	9%	9%	8%	10%	6%
THE TOBACCO INSTITUTE	4%	6%	6%	8%	5%	5%	4%	3%	2%	4%
INDEPENDENT RESEARCH LABORATORIES	27%	25%	23%	23%	27%	27%	28%	27%	25%	28%
ORGANIZATIONS LIKE THE AMERICAN MEDICAL ASSOCIATION	42%	40%	41%	38%	41%	42%	36%	42%	42%	42%
ORGANIZATIONS LIKE THE AMERICAN CANCER SOCIETY	68%	60%	75%	65%	56%	56%	54%	71%	71%	71%
NONE	2%	3%	-%	4%	3%	3%	5%	1%	1%	1%
DON'T KNOW/NO ANSWER	2%	4%	3%	3%	4%	4%	4%	2%	3%	1%

9595992000

Q. 40 - WHICH ONE OR TWO LISTED ORGANIZATIONS ARE CONSIDERED THE MOST RELIABLE SOURCES OF INFORMATION ON SMOKING AND HEALTH (CARD SHOWN RESPONDENT)

	AGE			SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D	
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%	
MEDICAL SCHOOLS	20%	20%	19%	22%	17%	20%	15%	22%	18%	21%	19%	20%	20%	21%	19%	15%	
GOVERNMENT AGENCIES	8%	8%	8%	9%	6%	7%	9%	14%	12%	6%	7%	6%	9%	6%	7%	7%	
THE TOBACCO INSTITUTE	4%	6%	3%	4%	4%	4%	7%	4%	3%	4%	5%	4%	4%	3%	4%	6%	
INDEPENDENT RESEARCH LABORATORIES	27%	29%	25%	27%	26%	27%	21%	19%	21%	28%	29%	28%	25%	27%	27%	30%	
ORGANIZATIONS LIKE THE AMERICAN MEDICAL ASSOCIATION	42%	41%	42%	39%	44%	42%	36%	34%	42%	44%	38%	44%	41%	42%	46%	31%	
ORGANIZATIONS LIKE THE AMERICAN CANCER SOCIETY	68%	67%	68%	63%	72%	67%	75%	74%	68%	67%	68%	69%	65%	70%	69%	69%	
NONE	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	
DON'T KNOW/NO ANSWER	2%	2%	3%	3%	2%	2%	6%	2%	4%	2%	2%	1%	3%	1%	1%	3%	

0002665657

Q. 40 - WHICH ONE OR TWO LISTED ORGANIZATIONS ARE CONSIDERED THE MOST RELIABLE SOURCES OF INFORMATION ON SMOKING AND HEALTH (CARD SHOWN RESPONDENT)

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLL	WHITE COLL	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
MEDICAL SCHOOLS	20%	20%	18%	20%	21%	17%	18%	23%	18%	19%	24%
GOVERNMENT AGENCIES	8%	8%	7%	7%	9%	8%	7%	8%	8%	7%	7%
THE TOBACCO INSTITUTE	4%	5%	5%	3%	3%	5%	4%	3%	5%	5%	3%
INDEPENDENT RESEARCH LABORATORIES	27%	24%	28%	28%	28%	22%	25%	32%	23%	28%	34%
ORGANIZATIONS LIKE THE AMERICAN MEDICAL ASSOCIATION	42%	35%	43%	42%	45%	37%	44%	43%	41%	43%	40%
ORGANIZATIONS LIKE THE AMERICAN CANCER SOCIETY	68%	71%	66%	67%	69%	69%	69%	65%	67%	70%	62%
NONE	2%	1%	3%	1%	1%	2%	2%	1%	2%	1%	2%
DON'T KNOW/NO ANSWER	2%	5%	2%	1%	1%	4%	3%	1%	3%	1%	1%

8595992000

Q.41 - IN SMOKING AND HEALTH CONTROVERSY HAS THE GOVERNMENT FOCUSED UNFAIRLY ON CIGARETTES TO THE EXCLUSION OF OTHER THINGS THAT MIGHT BE HARMFUL TO HEALTH OR NOT

	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500	2512	2511	2507	2487	2499	2493	812	915	920	937	1011	969	969	1688	1597	1591	1570	1476	1530	1524
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
FOCUSED UNFAIRLY ON CIGARETTES	16	21	21	19	19	22	25	29	35	37	31	30	33	37	10	13	13	11	11	16	18
HAS NOT FOCUSED UNFAIRLY ON CIGARETTES	75	71	66	70	71	66	65	58	55	47	55	59	55	55	82	80	76	78	80	73	72
DON'T KNOW/ NO ANSWER	9	8	13	12	10	11	9	13	10	16	14	11	12	8	7	7	11	10	10	11	10

0002665659

Q. 41 - IN SMOKING AND HEALTH CONTROVERSY, HAS THE GOVERNMENT FOCUSED UNFAIRLY ON CIGARETTES TO EXCLUSION OF OTHER THINGS THAT MIGHT BE HARMFUL TO HEALTH OR NOT

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	LIGHT	MODER-	TOTAL		40 OR		TOTAL	EX-	NEVER
	TOTAL	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
	SMOKERS	SMOKERS	SMOKERS	SMOKERS				SMOKERS		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FOCUSED UNFAIRLY ON CIGARETTES	16%	29%	23%	29%	30%	30%	32%	10%	12%	9%
HAS NOT FOCUSED UNFAIRLY ON CIGARETTES	75%	58%	60%	56%	58%	59%	57%	82%	82%	83%
DON'T KNOW/NO ANSWER	9%	13%	17%	15%	11%	11%	12%	7%	6%	8%

0995992000

Q. 41 - IN SMOKING AND HEALTH CONTROVERSY, HAS THE GOVERNMENT FOCUSED UNFAIRLY ON CIGARETTES TO EXCLUSION OF OTHER THINGS THAT MIGHT BE HARMFUL TO HEALTH OR NOT

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FOCUSED UNFAIRLY ON CIGARETTES	16%	17%	16%	18%	15%	16%	17%	10%	12%	16%	19%	18%	15%	19%	16%	15%
HAS NOT FOCUSED UNFAIRLY ON CIGARETTES	75%	74%	75%	73%	76%	76%	68%	74%	74%	75%	75%	75%	72%	75%	77%	78%
DON'T KNOW/NO ANSWER	9%	9%	9%	9%	9%	8%	15%	15%	15%	8%	7%	8%	13%	6%	7%	7%

1995992000

295

Q. 41 - IN SMOKING AND HEALTH CONTROVERSY, HAS THE GOVERNMENT FOCUSED UNFAIRLY ON CIGARETTES TO EXCLUSION OF OTHER THINGS THAT MIGHT BE HARMFUL TO HEALTH OR NOT

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M	20M	30M	OVER	NON H-S	HIGH SCHOO	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MOR
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FOCUSED UNFAIRLY ON CIGARETTES	16%	14%	16%	18%	17%	16%	20%	13%	18%	16%	14%
HAS NOT FOCUSED UNFAIRLY ON CIGARETTES	75%	71%	74%	75%	79%	73%	71%	80%	72%	74%	81%
DON'T KNOW/NO ANSWER	9%	15%	11%	7%	5%	11%	10%	7%	11%	10%	5%

2995992000

Q.42 - WHAT THINK THE CIGARETTE INDUSTRY BELIEVES ABOUT THE CASE AGAINST CIGARETTES

	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500	2512	2511	2507	2487	2499	2493	812	915	920	937	1011	969	969	1688	1597	1591	1570	1476	1530	1524
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
INDUSTRY BELIEF ABOUT CASE AGAINST CIGARETTES																					
KNOWS IT'S TRUE	63	53	56	52	50	46	46	51	40	45	44	41	37	37	68	60	62	57	56	51	52
SUSPECTS IT'S TRUE	23	30	27	29	31	33	34	29	38	31	32	35	39	38	20	25	25	28	28	30	32
DOESN'T BELIEVE IT'S TRUE	8	10	8	9	11	12	12	12	15	12	12	14	14	17	6	8	6	7	9	10	9
DON'T KNOW/ NO ANSWER	6	7	9	10	8	10	7	8	7	13	12	11	9	8	6	7	7	8	7	9	6

00026566

Q. 42 - WHAT THINK THE CIGARETTE INDUSTRY BELIEVES ABOUT THE CASE AGAINST CIGARETTES

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
					HEAVY SMOKERS					
	TOTAL	LIGHT	MODER-	TOTAL		40 OR		TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
KNOW IT'S TRUE	63%	51%	55%	50%	50%	49%	53%	68%	71%	67%
SUSPECT IT'S TRUE	23%	29%	18%	32%	30%	31%	25%	20%	18%	21%
DON'T BELIEVE IT'S TRUE	8%	12%	15%	10%	13%	11%	18%	6%	6%	7%
DON'T KNOW/NO ANSWER	6%	8%	11%	8%	7%	8%	4%	6%	5%	6%

0002665664

Q. 42 - WHAT THINK THE CIGARETTE INDUSTRY BELIEVES ABOUT THE CASE AGAINST CIGARETTES

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
KNOW IT'S TRUE	63%	65%	61%	63%	62%	64%	55%	60%	63%	64%	59%	67%	62%	66%	59%	63%
SUSPECT IT'S TRUE	23%	22%	23%	23%	23%	23%	23%	19%	21%	23%	25%	22%	22%	23%	23%	24%
DON'T BELIEVE IT'S TRUE	8%	7%	9%	8%	8%	8%	12%	13%	7%	7%	11%	6%	7%	7%	11%	8%
DON'T KNOW/NO ANSWER	6%	6%	6%	6%	7%	6%	10%	9%	10%	5%	5%	5%	9%	4%	6%	5%

5995992000

Q. 42 - WHAT THINK THE CIGARETTE INDUSTRY BELIEVES ABOUT THE CASE AGAINST CIGARETTES

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE COLLEGE	BLUE COLL	WHITE COLL	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
KNOW IT'S TRUE	63%	59%	60%	63%	68%	57%	61%	69%	60%	64%	71%
SUSPECT IT'S TRUE	23%	21%	23%	24%	23%	22%	24%	22%	24%	23%	22%
DON'T BELIEVE IT'S TRUE	8%	11%	9%	7%	6%	13%	8%	5%	9%	6%	4%
DON'T KNOW/NO ANSWER	6%	9%	9%	4%	3%	8%	7%	4%	8%	7%	3%

9995992000

Q.43 - WHAT THINK CIGARETTE INDUSTRY IS DOING TO FIND AN ANSWER

(ASKED OF RESPONDENTS WHO FEEL THE CIGARETTE INDUSTRY KNOWS
OR SUSPECTS THE CASE AGAINST CIGARETTES TO BE TRUE)

	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2140	2075	2074	2030	2008	1971	2007	650	717	694	705	762	737	721	1490	1358	1380	1325	1246	1234	1286
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WORKING HARD	6	8	7	8	10	13	18	8	11	8	11	12	16	22	5	6	6	7	9	11	16
MAKING SOME EFFORTS	38	53	45	50	51	48	48	44	58	50	53	51	50	47	36	50	43	49	51	47	48
NOT DOING MUCH OF ANYTHING	52	37	44	37	36	35	30	43	29	39	31	33	31	28	56	41	47	40	38	38	31
DON'T KNOW/ NO ANSWER	4	2	3	4	3	4	4	4	2	3	5	3	3	3	4	3	4	3	3	4	5

2995992030

Q. 43 - WHAT THINK CIGARETTE INDUSTRY IS DOING TO FIND AN ANSWER (ON SMOKING AND HEALTH)
(ASKED OF RESPONDENTS WHO FEEL THE CIGARETTE INDUSTRY KNOWS OR SUSPECTS
THE CASE AGAINST CIGARETTES TO BE TRUE)

SMOKERS

S M O K E R S									
HEAVY SMOKERS					NON - S M O K E R S				
TOTAL					TOTAL				
MODER- TOTAL					TOTAL				
ATE HEAVY					NON- SMOKERS				
SMOKERS 20 - 39 MORE					EX- NEVER				
TOTAL SMOKERS					TOTAL SMOKERS				
TOTAL SMOKERS					TOTAL SMOKERS				
2140	650	64	165	416	322	94	1490	538	952
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
6%	8%	9%	8%	8%	8%	9%	5%	6%	5%
38%	44%	36%	45%	45%	46%	43%	36%	36%	35%
92%	43%	50%	42%	42%	42%	41%	56%	54%	56%
DON'T KNOW/NO ANSWER	4%	4%	5%	4%	3%	7%	4%	3%	4%

TOTAL RESPONDENTS
WORKING HARD
MAKING SOME EFFORTS
NOT DOING MUCH OF ANYTHING
DON'T KNOW/NO ANSWER

0002665668

Q.43 - WHAT THINK CIGARETTE INDUSTRY IS DOING TO FIND AN ANSWER (ON SMOKING AND HEALTH)
 (ASKED OF RESPONDENTS WHO FEEL THE CIGARETTE INDUSTRY KNOWS OR SUSPECTS
 THE CASE AGAINST CIGARETTES TO BE TRUE)

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2140 100%	906 100%	1234 100%	1020 100%	1120 100%	1886 100%	211 100%	92 100%	479 100%	591 100%	670 100%	400 100%	777 100%	689 100%	456 100%	218 100%
WORKING HARD	6%	5%	7%	6%	6%	6%	8%	4%	4%	7%	6%	7%	7%	6%	6%	4%
MAKING SOME EFFORTS	38%	37%	39%	38%	38%	38%	40%	32%	36%	40%	38%	37%	34%	37%	45%	40%
NOT DOING MUCH OF ANYTHING	52%	55%	49%	52%	52%	52%	47%	61%	55%	48%	51%	54%	54%	54%	45%	50%
DON'T KNOW/NO ANSWER	4%	3%	4%	4%	4%	4%	5%	3%	4%	4%	5%	2%	5%	3%	3%	6%

6995992000

Q. 43 - WHAT THINK CIGARETTE INDUSTRY IS DOING TO FIND AN ANSWER (ON SMOKING AND HEALTH)
(ASKED OF RESPONDENTS WHO FEEL THE CIGARETTE INDUSTRY KNOWS OR SUSPECTS
THE CASE AGAINST CIGARETTES TO BE TRUE)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEO	BLUE COLLA	WHITE COLLA	PROF. & MGR
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2140	440	571	553	562	526	762	852	563	361	397
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
WORKING HARD	6%	7%	5%	5%	8%	6%	7%	6%	6%	8%	7%
MAKING SOME EFFORTS	38%	37%	40%	38%	36%	37%	39%	38%	39%	39%	36%
NOT DOING MUCH OF ANYTHING	52%	52%	50%	53%	52%	52%	51%	52%	50%	51%	52%
DON'T KNOW/NO ANSWER	4%	5%	4%	4%	3%	5%	3%	4%	4%	2%	4%

0295992000

Q.44 - ATTITUDES TOWARD THE TOBACCO INDUSTRY ON THE WAY THEY
HAVE REACTED TO THE CONTROVERSY ON SMOKING AND HEALTH

(ASKED OF ALL RESPONDENTS)

	TOTAL							SMOKERS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500 100%	2512 100%	2511 100%	2507 100%	2487 100%	2499 100%	2493 100%	812 100%	915 100%	920 100%	937 100%	1011 100%	969 100%	969 100%	1688 100%	1597 100%	1591 100%	1570 100%	1476 100%	1530 100%	1524 100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
ATTITUDES TOWARD INDUSTRY																					
VERY FAVORABLE	4	6	6	6	7	7	9	9	12	10	11	12	12	15	1	2	4	3	3	4	6
MODERATELY FAVORABLE	28	34	30	37	40	40	39	46	49	44	50	50	52	49	20	25	22	29	33	33	33
NOT VERY FAVORABLE	34	33	28	27	27	25	26	25	23	19	18	19	18	18	38	39	33	32	33	29	31
NOT AT ALL FAVORABLE	27	21	23	21	18	17	16	11	9	11	9	9	8	9	34	27	30	27	25	22	21
DON'T KNOW/ NO ANSWER	8	7	13	10	8	11	10	9	6	16	12	10	9	9	7	7	11	9	7	12	11

1295992000

Q. 44 - ATTITUDES TOWARD THE TOBACCO INDUSTRY ON THE WAY THEY HAVE REACTED TO CONTROVERSY
ON SMOKING AND HEALTH

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
					HEAVY SMOKERS					
	TOTAL	TOTAL	LIGHT	MODER-	TOTAL	20 - 39	40 OR	TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	SMOKERS	ATE	HEAVY		MORE	NON-	SMOKERS	SMOKED
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
VERY FAVORABLE	4%	9%	10%	5%	10%	8%	19%	1%	1%	1%
MODERATELY FAVORABLE	28%	46%	53%	45%	46%	46%	44%	20%	23%	18%
NOT VERY FAVORABLE	34%	25%	14%	27%	25%	28%	18%	38%	37%	39%
NOT AT ALL FAVORABLE	27%	11%	7%	14%	10%	9%	13%	34%	32%	36%
DON'T KNOW/NO ANSWER	8%	9%	16%	9%	9%	10%	6%	7%	8%	6%

0002665672

Q. 44 - ATTITUDES TOWARD THE TOBACCO INDUSTRY ON THE WAY THEY HAVE REACTED TO CONTROVERSY ON SMOKING AND HEALTH

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
VERY FAVORABLE	4%	3%	4%	4%	3%	3%	4%	2%	2%	3%	6%	2%	3%	4%	4%	4%
MODERATELY FAVORABLE	28%	26%	30%	29%	28%	29%	26%	23%	24%	30%	31%	27%	23%	32%	32%	31%
NOT VERY FAVORABLE	34%	36%	32%	32%	35%	34%	28%	42%	40%	33%	31%	32%	35%	34%	33%	33%
NOT AT ALL FAVORABLE	27%	27%	27%	27%	27%	27%	28%	25%	25%	26%	26%	33%	30%	25%	25%	24%
DON'T KNOW/NO ANSWER	8%	8%	7%	8%	7%	7%	14%	9%	9%	8%	7%	7%	10%	5%	6%	8%

0295992000

307

Q. 44 - ATTITUDES TOWARD THE TOBACCO INDUSTRY ON THE WAY THEY HAVE REACTED TO CONTROVERSY ON SMOKING AND HEALTH

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEO	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
VERY FAVORABLE	4%	3%	4%	4%	3%	5%	3%	3%	5%	3%	3%
MODERATELY FAVORABLE	28%	30%	30%	27%	26%	31%	31%	24%	29%	33%	21%
NOT VERY FAVORABLE	34%	29%	35%	37%	34%	31%	35%	35%	35%	30%	36%
NOT AT ALL FAVORABLE	27%	27%	24%	26%	30%	25%	23%	32%	25%	26%	32%
DON'T KNOW/NO ANSWER	8%	11%	8%	6%	6%	8%	7%	7%	7%	8%	7%

0002665674

Q. 45, 46 - WHETHER OR NOT SEEN MAGAZINE ADS IN PAST MONTH OR TWO ON ANY PART OF SMOKING CONTROVERSY, AND IF SO, WERE THEY PUT OUT BY THE TOBACCO INDUSTRY OR HEART ASSOCIATION, CANCER SOCIETY OR LUNG ASSOCIATION

S M O K E R S

	S M O K E R S							N O N - S M O K E R S		
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
TOTAL RESPONDENTS										
YES	19%	20%	21%	20%	20%	20%	21%	18%	19%	17%
PUT OUT BY:										
TOBACCO INDUSTRY	3%	3%	5%	2%	4%	4%	3%	3%	3%	3%
HEART, CANCER, LUNG	11%	10%	10%	11%	10%	10%	10%	11%	11%	10%
BOTH	2%	3%	2%	2%	3%	3%	5%	2%	2%	2%
DON'T REMEMBER	3%	4%	3%	5%	3%	3%	3%	2%	3%	2%
NO ANSWER	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%
NO	80%	79%	75%	78%	80%	80%	77%	80%	79%	80%
DON'T KNOW/NO ANSWER	2%	1%	5%	2%	1%	*%	2%	2%	2%	2%

5295992000

Q. 45, 46 - WHETHER OR NOT SEEN MAGAZINE ADS IN PAST MONTH OR TWO ON ANY PART OF SMOKING CONTROVERSY, AND IF SO, WERE THEY PUT OUT BY THE TOBACCO INDUSTRY OR HEART ASSOCIATION, CANCER SOCIETY OR LUNG ASSOCIATION

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
YES	19%	21%	17%	19%	18%	19%	15%	21%	18%	19%	18%	19%	18%	20%	19%	15%
PUT OUT BY:																
TOBACCO INDUSTRY	3%	3%	3%	3%	4%	3%	1%	-%	2%	4%	2%	4%	3%	4%	3%	2%
HEART, CANCER, LUNG	11%	12%	10%	11%	10%	11%	10%	15%	11%	10%	11%	10%	11%	10%	11%	10%
BOTH	2%	2%	2%	3%	1%	2%	1%	3%	3%	2%	1%	3%	2%	3%	1%	1%
DON'T REMEMBER	3%	4%	2%	3%	3%	3%	2%	3%	3%	3%	3%	1%	2%	3%	3%	2%
NO ANSWER	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%
NO	80%	77%	81%	79%	80%	79%	83%	76%	80%	79%	79%	80%	79%	79%	80%	82%
DON'T KNOW/NO ANSWER	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	1%	2%	2%

9295992000

Q. 45, 46 - WHETHER OR NOT SEEN MAGAZINE ADS IN PAST MONTH OR TWO ON ANY PART OF SMOKING CONTROVERSY, AND IF SO, WERE THEY PUT OUT BY THE TOBACCO INDUSTRY OR HEART ASSOCIATION, CANCER SOCIETY OR LUNG ASSOCIATION

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
YES PUT OUT BY:	19%	13%	18%	22%	20%	14%	17%	23%	15%	20%	26%
TOBACCO INDUSTRY	3%	2%	3%	3%	5%	2%	2%	5%	2%	3%	5%
HEART, CANCER, LUNG	11%	7%	11%	13%	11%	8%	10%	13%	8%	13%	14%
BOTH	2%	1%	2%	4%	3%	1%	2%	3%	2%	1%	4%
DON'T REMEMBER	3%	3%	3%	3%	2%	3%	3%	2%	3%	2%	2%
NO ANSWER	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%
NO	80%	85%	81%	75%	78%	84%	81%	75%	83%	79%	73%
DON'T KNOW/NO ANSWER	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%

2295992000

Q. 45, 46 - WHETHER OR NOT SEEN MAGAZINE ADS IN PAST MONTH OR TWO ON ANY PART OF SMOKING CONTROVERSY, AND IF SO, WERE THEY PUT OUT BY THE TOBACCO INDUSTRY OR HEART ASSOCIATION, CANCER SOCIETY OR LUNG ASSOCIATION

	READERSHIP OF SPECIFIED MAGAZINES			
	TOTAL -----	READ AT LEAST ONE REGULARLY -----	READ AT LEAST TWO OCCASIONALLY -----	READS ONLY ONE OCCASIONALLY OR NONE -----
TOTAL RESPONDENTS	2500 100%	1339 100%	780 100%	381 100%
YES	19%	22%	17%	9%
PUT OUT BY:				
TOBACCO INDUSTRY	3%	4%	2%	1%
HEART, CANCER, LUNG	11%	12%	10%	6%
BOTH	2%	3%	1%	2%
DON'T REMEMBER	3%	3%	3%	1%
NO ANSWER	*%	-%	*%	-%
NO	80%	76%	82%	89%
DON'T KNOW/NO ANSWER	2%	2%	2%	2%

8295992000

**Q. 47 - HOW INTERESTED AND INFORMATIVE PEOPLE FOUND TOBACCO INDUSTRY ADS
(ASKED OF THOSE WHO SAW TOBACCO INDUSTRY ADS)**

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
			MODER- ATE SMOKERS	T O T A L H E A V Y S M O K E R S			40 OR MORE	T O T A L N O N - S M O K E R S		N E V E R S M O K E D
	TOTAL SMOKERS	LIGHT SMOKERS		20 - 39				SMOKERS	EX- SMOKERS	
	132	50	6	7	36	26	10	82	29	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS										
VERY	11%	16%	17%	14%	17%	15%	20%	7%	7%	8%
SOMEWHAT	31%	28%	33%	14%	31%	27%	40%	33%	28%	36%
NOT VERY	24%	24%	33%	29%	22%	27%	10%	24%	31%	21%
NOT AT ALL	32%	30%	17%	43%	28%	31%	20%	33%	34%	32%
DON'T KNOW/NO ANSWER	2%	2%	-%	-%	3%	-%	10%	2%	-%	4%

6495992000

G. 47 - HOW INTERESTED AND INFORMATIVE PEOPLE FOUND TOBACCO INDUSTRY ADS
(ASKED OF THOSE WHO SAW TOBACCO INDUSTRY ADS)

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	132 100%	57 100%	75 100%	66 100%	66 100%	123 100%	7 100%	4 100%	28 100%	41 100%	30 100%	33 100%	49 100%	52 100%	22 100%	9 100%
VERY	11%	12%	9%	14%	8%	11%	14%	-%	21%	10%	13%	-%	8%	17%	-%	11%
SOMEWHAT	31%	28%	33%	35%	27%	30%	57%	25%	32%	20%	43%	33%	31%	29%	36%	33%
NOT VERY	24%	21%	27%	20%	29%	25%	-%	50%	25%	27%	13%	30%	18%	25%	32%	33%
NOT AT ALL	32%	37%	28%	30%	33%	33%	29%	-%	14%	41%	30%	36%	39%	27%	32%	22%
DON'T KNOW/NO ANSWER	2%	2%	3%	2%	3%	2%	-%	25%	7%	2%	-%	-%	4%	2%	-%	-%

0895992000

**Q. 47 - HOW INTERESTED AND INFORMATIVE PEOPLE FOUND TOBACCO INDUSTRY ADS
(ASKED OF THOSE WHO SAW TOBACCO INDUSTRY ADS)**

	INCOME					FORMAL EDUCATION			OCCUPATION		
		10M	20M	30M		NON	HIGH		BLUE	WHITE	PROF.
	TOTAL	UNDER 10M	UNDER 20M	UNDER 30M	AND OVER	H-S GRAD	SCHOO GRAD	COLLEQ	COLLA	COLLA	& MGR
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	132	15	29	43	45	19	39	74	25	20	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
VERY	11%	13%	10%	12%	9%	21%	5%	11%	16%	10%	17%
SOMEWHAT	31%	20%	24%	33%	38%	26%	38%	28%	32%	30%	24%
NOT VERY	24%	27%	28%	23%	22%	16%	36%	20%	16%	30%	24%
NOT AT ALL	32%	33%	38%	30%	29%	37%	15%	39%	36%	20%	34%
DON'T KNOW/NO ANSWER	2%	7%	-%	2%	2%	-%	5%	1%	-%	10%	-%

1895992000

G. 47 - HOW INTERESTED AND INFORMATIVE PEOPLE FOUND TOBACCO INDUSTRY ADS
(ASKED OF THOSE WHO SAW TOBACCO INDUSTRY ADS)

	READERSHIP OF SPECIFIED MAGAZINES			
	TOTAL	READ AT LEAST ONE REGULARLY	READ AT LEAST TWO OCCASIONALLY	READS ONLY ONE OCCASIONALLY OR NONE
	-----	-----	-----	-----
TOTAL RESPONDENTS	132 100%	92 100%	27 100%	13 100%
VERY	11%	10%	19%	-%
SOMEWHAT	31%	34%	30%	15%
NOT VERY	24%	23%	7%	69%
NOT AT ALL	32%	33%	37%	15%
DON'T KNOW/NO ANSWER	2%	1%	7%	-%

2895992000

Q. 48 - WHETHER THINK ADS WILL MAKE PEOPLE FEEL MORE OR LESS TOLERANT OF SMOKING
OR WON'T AFFECT THE WAY PEOPLE FEEL ABOUT SMOKING
(ASKED OF THOSE WHO SAW TOBACCO INDUSTRY ADS)

	S M O K E R S							N O N - S M O K E R S		
	TOTAL	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	HEAVY SMOKERS		TOTAL NON-SMOKERS	EX-SMOKERS	NEVER SMOKED
						20 - 39	40 OR MORE			
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	132	50	6	7	36	26	10	82	29	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MORE	19%	14%	-%	29%	14%	15%	10%	22%	41%	11%
LESS	14%	18%	50%	14%	14%	19%	-%	11%	3%	15%
WON'T AFFECT	62%	66%	50%	57%	69%	65%	80%	60%	52%	64%
DON'T KNOW/NO ANSWER	5%	2%	-%	-%	3%	-%	10%	7%	3%	9%

000265683

Q. 48 - WHETHER THINK ADS WILL MAKE PEOPLE FEEL MORE OR LESS TOLERANT OF SMOKING
OR WON'T AFFECT THE WAY PEOPLE FEEL ABOUT SMOKING
(ASKED OF THOSE WHO SAW TOBACCO INDUSTRY ADS)

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FEMALE	WHITE	BLACK	HISPANIC	NORTHEAST	MIDWEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	132	57	75	66	66	123	7	4	28	41	30	33	49	52	22	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MORE	19%	23%	16%	20%	18%	19%	29%	25%	14%	10%	33%	21%	18%	17%	18%	33%
LESS	14%	14%	13%	17%	11%	15%	-%	25%	29%	7%	13%	9%	14%	19%	5%	-%
WON'T AFFECT	62%	60%	64%	59%	65%	63%	57%	25%	54%	76%	47%	67%	61%	62%	68%	56%
DON'T KNOW/NO ANSWER	5%	4%	7%	5%	6%	4%	14%	25%	4%	7%	7%	3%	6%	2%	9%	11%

0002665684

G. 48 - WHETHER THINK ADS WILL MAKE PEOPLE FEEL MORE OR LESS TOLERANT OF SMOKING
OR WON'T AFFECT THE WAY PEOPLE FEEL ABOUT SMOKING
(ASKED OF THOSE WHO SAW TOBACCO INDUSTRY ADS)

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M	20M	30M	30M AND OVER	NON H-S	HIGH SCHOO	COLLEQ	BLUE	WHITE	PROF.
		UNDER 10M	UNDER 20M	UNDER 30M		GRAD	GRAD		COLLEQ	COLLA	COLLA
	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
TOTAL RESPONDENTS	132	15	29	43	45	19	39	74	25	20	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MORE	19%	27%	10%	14%	27%	11%	23%	19%	20%	20%	17%
LESS	14%	20%	24%	14%	4%	21%	13%	12%	16%	30%	10%
WON'T AFFECT	62%	40%	59%	70%	64%	63%	59%	64%	64%	45%	68%
DON'T KNOW/NO ANSWER	5%	13%	7%	2%	4%	5%	5%	5%	-%	5%	5%

5895992000

Q. 48 - WHETHER THINK ADS WILL MAKE PEOPLE FEEL MORE OR LESS TOLERANT OF SMOKING
OR WON'T AFFECT THE WAY PEOPLE FEEL ABOUT SMOKING
(ASKED OF THOSE WHO SAW TOBACCO INDUSTRY ADS)

	READERSHIP OF SPECIFIED MAGAZINES			
	TOTAL	READ AT LEAST ONE REGULARLY	READ AT LEAST TWO OCCASIONALLY	READS ONLY ONE OCCASIONALLY OR NONE
	-----	-----	-----	-----
TOTAL RESPONDENTS	132 100%	92 100%	27 100%	13 100%
MORE	19%	23%	11%	8%
LESS	14%	11%	19%	23%
WON'T AFFECT	62%	63%	63%	54%
DON'T KNOW/NO ANSWER	5%	3%	7%	15%

9895992000

Q.49 - HOW RATE PERSONAL HEALTH NOW

	TOTAL							SMOKEPS							NON-SMOKERS						
	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970	1982	1980	1978	1976	1974	1972	1970
NUMBER OF RESPONDENTS	2500 100%	2512 100%	2511 100%	2507 100%	2487 100%	2499 100%	2493 100%	812 100%	915 100%	920 100%	937 100%	1011 100%	969 100%	969 100%	1688 100%	1597 100%	1591 100%	1570 100%	1476 100%	1530 100%	1524 100%
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
VERY GOOD	37	39	37	36	38	35	36	33	36	33	34	37	35	35	38	40	39	37	39	35	36
GOOD	45	42	43	44	42	42	41	47	43	45	47	42	43	41	44	41	41	42	41	42	42
FAIR	15	16	16	14	17	18	18	17	16	17	14	17	19	19	15	15	16	15	17	18	17
POOR	2	3	3	3	2	4	3	3	3	3	2	2	3	3	2	3	2	3	2	4	3
VERY POOR	1	*	1	2	1	1	1	1	1	1	2	1	*	1	1	*	1	1	1	1	1
DON'T KNOW/ NO ANSWER	*	1	1	2	1	1	1	*	*	1	1	1	*	1	*	1	1	2	*	1	1

* LESS THAN .5 PERCENT

4895992000

321

Q. 49 - HOW RATE PERSONAL HEALTH NOW

S M O K E R S

HEAVY SMOKERS

N O N - S M O K E R S

	TOTAL	LIGHT	MODER-	TOTAL		40 OR	TOTAL	EX-	NEVER
	TOTAL	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	NON-	SMOKERS	SMOKED
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS
	2500	812	87	200	520	400	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS									
VERY GOOD	37%	33%	40%	33%	31%	30%	38%	33%	42%
GOOD	45%	47%	41%	47%	47%	49%	44%	44%	44%
FAIR	15%	17%	14%	15%	18%	17%	15%	18%	13%
POOR	2%	3%	5%	3%	3%	2%	2%	3%	1%
VERY POOR	1%	1%	-%	2%	1%	1%	1%	2%	1%
DON'T KNOW/NO ANSWER	1%	1%	-%	-%	1%	1%	1%	1%	1%

8895992000

Q. 49 - HOW RATE PERSONAL HEALTH NOW

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
VERY GOOD	37%	43%	32%	37%	37%	36%	35%	39%	38%	36%	35%	39%	40%	40%	29%	30%
GOOD	45%	44%	45%	44%	45%	45%	43%	40%	43%	47%	44%	45%	42%	46%	48%	42%
FAIR	15%	11%	18%	15%	15%	15%	19%	15%	16%	14%	17%	13%	15%	12%	18%	22%
POOR	2%	1%	3%	3%	2%	2%	3%	4%	2%	2%	3%	2%	2%	2%	2%	4%
VERY POOR	1%	0%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	2%
DON'T KNOW/NO ANSWER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

6895992000

Q. 49 - HOW RATE PERSONAL HEALTH NOW

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
VERY GOOD	37%	25%	33%	41%	46%	25%	33%	48%	34%	43%	49%
GOOD	45%	45%	47%	46%	41%	44%	49%	42%	50%	46%	42%
FAIR	15%	23%	15%	12%	11%	24%	16%	9%	15%	10%	7%
POOR	2%	4%	3%	1%	1%	5%	2%	1%	1%	1%	1%
VERY POOR	1%	2%	1%	*%	1%	3%	*%	*%	*%	-%	-%
DON'T KNOW/NO ANSWER	*%	-%	*%	*%	*%	-%	*%	*%	-%	-%	*%

0695992000

Q. 30 - HOW OFTEN UNDER PRESSURE TO MEET SOME KIND OF DEADLINE

	S M O K E R S							N O N - S M O K E R S		
					H E A V Y S M O K E R S					
			M O D E R -		T O T A L		40 OR		T O T A L	
	TOTAL	LIGHT	ATE	HEAVY	20 - 39	MORE	NON-	EX-	NEVER	
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKED	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CONSTANTLY	18%	22%	24%	21%	22%	20%	25%	16%	16%	15%
USUALLY	19%	18%	15%	16%	20%	20%	18%	19%	16%	20%
OCCASIONALLY	39%	35%	31%	37%	35%	36%	32%	41%	38%	43%
ALMOST NEVER	24%	25%	30%	26%	23%	22%	26%	24%	29%	21%
DON'T KNOW/NO ANSWER	*%	*%	-%	1%	*%	1%	-%	*%	*%	*%

1695992000

Q. 50 - HOW OFTEN UNDER PRESSURE TO MEET SOME KIND OF DEADLINE

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
CONSTANTLY	18%	18%	17%	19%	17%	19%	14%	12%	17%	20%	16%	18%	17%	19%	18%	14%
USUALLY	19%	24%	15%	19%	18%	20%	10%	13%	18%	21%	15%	23%	16%	21%	22%	13%
OCCASIONALLY	39%	39%	39%	38%	41%	39%	40%	48%	39%	40%	40%	38%	43%	37%	37%	37%
ALMOST NEVER	24%	18%	28%	24%	24%	23%	36%	26%	26%	19%	29%	21%	23%	22%	23%	35%
DON'T KNOW/NO ANSWER	*%	*%	*%	*%	*%	*%	1%	1%	*%	-%	1%	-%	1%	-%	-%	*%

2695992000

Q. 50 - HOW OFTEN UNDER PRESSURE TO MEET SOME KIND OF DEADLINE

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
CONSTANTLY	18%	15%	12%	18%	26%	13%	17%	22%	17%	18%	32%
USUALLY	19%	11%	18%	20%	26%	11%	18%	25%	19%	25%	28%
OCCASIONALLY	39%	38%	44%	43%	32%	41%	40%	37%	40%	43%	31%
ALMOST NEVER	24%	36%	26%	19%	16%	36%	25%	15%	23%	14%	10%
DON'T KNOW/NO ANSWER	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%

000265695

Q. 51 - WHEN ANGRY, MORE LIKELY TO SHOW IT OR COVER IT UP

S M O K E R S

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
	TOTAL	TOTAL	LIGHT	M O D E R -	TOTAL			TOTAL	EX -	NEVER
	SMOKERS	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	40 OR	NON-	SMOKERS	SMOKED
				SMOKERS	SMOKERS		MORE	SMOKERS		
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SHOW IT	51%	50%	41%	50%	51%	50%	56%	51%	55%	49%
TRY TO COVER IT UP	46%	48%	56%	48%	47%	48%	42%	46%	42%	48%
DON'T KNOW/NO ANSWER	3%	2%	2%	3%	2%	2%	3%	3%	3%	3%

0002665694

Q. 51 - WHEN ANGRY, MORE LIKELY TO SHOW IT OR COVER IT UP

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH WEST	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SHOW IT	51%	52%	49%	49%	52%	51%	48%	55%	54%	47%	47%	58%	52%	49%	52%	47%
TRY TO COVER IT UP	46%	45%	48%	48%	45%	46%	50%	44%	42%	51%	50%	40%	44%	49%	45%	50%
DON'T KNOW/NO ANSWER	3%	2%	3%	3%	3%	3%	3%	2%	4%	3%	3%	2%	4%	2%	2%	3%

S695992000

Q. 51 - WHEN ANGRY, MORE LIKELY TO SHOW IT OR COVER IT UP

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M 20M	20M 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SHOW IT	51%	48%	51%	48%	56%	48%	53%	50%	50%	51%	56%
TRY TO COVER IT UP	46%	48%	46%	50%	42%	49%	45%	46%	48%	47%	42%
DON'T KNOW/NO ANSWER	3%	3%	3%	2%	3%	2%	2%	4%	2%	2%	3%

9695992000

Q. 52 - WHETHER TEND TO WORRY ABOUT THINGS THAT MIGHT HAPPEN OR PRETTY MUCH
TAKE THINGS AS THEY COME

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE		TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
TEND TO WORRY	35%	31%	30%	32%	30%	30%	32%	37%	37%	37%
TAKE THINGS AS THEY COME	65%	69%	70%	67%	69%	70%	67%	63%	63%	63%
DON'T KNOW/NO ANSWER	1%	1%	-%	1%	1%	1%	1%	1%	1%	0%

2695992000

Q. 52 - WHETHER TEND TO WORRY ABOUT THINGS THAT MIGHT HAPPEN OR PRETTY MUCH
TAKE THINGS AS THEY COME

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
TEND TO WORRY	35%	35%	34%	29%	40%	35%	30%	40%	40%	33%	31%	37%	37%	35%	34%	29%
TAKE THINGS AS THEY COME	65%	64%	65%	70%	60%	64%	70%	58%	59%	67%	68%	63%	62%	65%	66%	70%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	*%	1%	*%	2%	1%	*%	1%	*%	1%	*%	*%	*%

8695992000

Q. 52 - WHETHER TEND TO WORRY ABOUT THINGS THAT MIGHT HAPPEN OR PRETTY MUCH
TAKE THINGS AS THEY COME

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M 20M	20M 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MGR
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TEND TO WORRY	35%	35%	36%	36%	32%	35%	37%	33%	34%	36%	32%
TAKE THINGS AS THEY COME	65%	65%	63%	64%	67%	65%	63%	66%	65%	64%	67%
DON'T KNOW/NO ANSWER	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%

6695992000

Q. 53 - WHICH OF VARIOUS FEARS AND ANXIETIES ARE CONCERNS OF YOURS

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
			MODER- ATE SMOKERS	T O T A L H E A V Y S M O K E R S			40 OR MORE	T O T A L N O N - S M O K E R S		N E V E R S M O K E D
	TOTAL SMOKERS	LIGHT SMOKERS		20 -	25 -	30 -		SMOKERS	EX- SMOKERS	
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
FLYING IN A PLANE	21%	23%	21%	28%	21%	21%	21%	20%	18%	21%
DRIVING A CAR	5%	4%	1%	7%	3%	4%	3%	5%	5%	4%
RIDING IN A CAR	6%	7%	8%	7%	7%	6%	9%	5%	6%	5%
BEING CONFINED IN A SMALL PLACE	20%	24%	26%	27%	22%	22%	22%	18%	20%	17%
BEING IN A LARGE CROWD	10%	12%	11%	10%	13%	13%	13%	10%	11%	9%
HIGH PLACES	32%	32%	25%	30%	34%	34%	36%	32%	32%	32%
BEING IN A VERY DARK PLACE	12%	12%	17%	13%	12%	11%	14%	12%	10%	14%
BEING ALONE IN A HOUSE	9%	8%	8%	10%	8%	9%	8%	9%	8%	9%
RIDING IN AN ELEVATOR	7%	5%	3%	6%	5%	5%	4%	7%	5%	8%
GETTING LOST	12%	13%	25%	14%	11%	11%	11%	11%	8%	13%
MAKING A SPEECH IN PUBLIC	36%	35%	33%	30%	38%	38%	36%	37%	37%	36%
CALLING SOMEONE ON THE TELEPHONE THAT YOU DON'T KNOW	6%	6%	7%	6%	6%	6%	8%	7%	6%	7%
MEETING NEW PEOPLE	6%	7%	8%	5%	7%	7%	8%	6%	4%	6%
ENTERING A ROOM FULL OF PEOPLE	9%	9%	7%	5%	11%	11%	11%	9%	10%	9%
THE PROSPECT OF FAILING AT YOUR JOB	16%	19%	22%	20%	17%	17%	17%	15%	15%	15%
MEETING SOMEONE WHO IS FAMOUS OR VERY IMPORTANT	6%	6%	9%	7%	5%	6%	5%	6%	4%	6%
THE PROSPECT OF BEING CAUGHT IN A FIRE	45%	46%	45%	49%	45%	46%	44%	44%	42%	45%

Q. 53 - WHICH OF VARIOUS FEARS AND ANXIETIES ARE CONCERNS OF YOURS

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
				HEAVY SMOKERS						
	TOTAL	LIGHT	MODER-	TOTAL		40 OR		TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
THE PROSPECT OF DROWNING	38%	39%	45%	40%	37%	39%	32%	37%	35%	38%
THE PROSPECT OF BEING MUGGED	39%	38%	43%	43%	36%	36%	34%	39%	34%	41%
NONE	12%	13%	10%	13%	14%	12%	19%	12%	15%	10%
DON'T KNOW/NO ANSWER	*%	*%	-%	1%	-%	-%	-%	*%	1%	*%

1045992000

Q. 53 - WHICH OF VARIOUS FEARS AND ANXIETIES ARE CONCERNS OF YOURS

	AGE			SEX		RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D	
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%	
FLYING IN A PLANE	21%	18%	22%	15%	26%	18%	38%	28%	19%	19%	25%	16%	21%	19%	20%	26%	
DRIVING A CAR	9%	4%	5%	2%	7%	4%	6%	8%	2%	5%	5%	6%	5%	5%	4%	5%	
RIDING IN A CAR	6%	7%	5%	4%	7%	6%	5%	10%	5%	5%	5%	9%	6%	6%	6%	5%	
BEING CONFINED IN A SMALL PLACE	20%	19%	21%	17%	23%	20%	24%	20%	16%	19%	21%	25%	20%	18%	24%	18%	
BEING IN A LARGE CROWD	10%	11%	10%	9%	11%	10%	11%	14%	9%	12%	10%	10%	10%	9%	12%	12%	
HIGH PLACES	32%	29%	34%	28%	36%	33%	32%	26%	29%	35%	32%	33%	29%	33%	38%	30%	
BEING IN A VERY DARK PLACE	12%	12%	12%	6%	18%	11%	23%	11%	10%	12%	14%	12%	12%	12%	11%	16%	
BEING ALONE IN A HOUSE	9%	12%	6%	3%	14%	9%	10%	9%	9%	8%	8%	10%	9%	10%	8%	5%	
RIDING IN AN ELEVATOR	7%	5%	7%	3%	10%	6%	14%	8%	6%	5%	8%	6%	6%	6%	5%	12%	
GETTING LOST	12%	14%	10%	9%	14%	12%	16%	9%	9%	13%	14%	10%	10%	10%	15%	16%	
MAKING A SPEECH IN PUBLIC	36%	39%	35%	33%	39%	38%	24%	31%	32%	41%	31%	43%	33%	36%	45%	28%	
CALLING SOMEONE ON THE TELEPHONE THAT YOU DON'T KNOW	6%	9%	5%	6%	7%	6%	11%	4%	5%	7%	8%	6%	6%	7%	7%	5%	
MEETING NEW PEOPLE	6%	8%	5%	5%	7%	6%	6%	9%	6%	7%	5%	6%	6%	7%	6%	4%	
ENTERING A ROOM FULL OF PEOPLE	9%	11%	8%	9%	9%	9%	10%	10%	10%	9%	8%	10%	9%	8%	10%	8%	
THE PROSPECT OF FAILING AT YOUR JOB	16%	23%	11%	17%	15%	16%	18%	15%	11%	20%	16%	17%	16%	18%	15%	10%	
MEETING SOMEONE WHO IS FAMOUS OR VERY IMPORTANT	6%	8%	4%	4%	7%	6%	7%	6%	6%	8%	4%	5%	5%	7%	6%	3%	
THE PROSPECT OF BEING CAUGHT IN A FIRE	45%	46%	44%	35%	53%	45%	42%	48%	42%	46%	45%	46%	43%	44%	49%	45%	
THE PROSPECT OF DROWNING	38%	40%	37%	31%	44%	38%	41%	37%	33%	41%	39%	38%	35%	38%	40%	44%	

4002665702

Q. 53 - WHICH OF VARIOUS FEARS AND ANXIETIES ARE CONCERNS OF YOURS

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
THE PROSPECT OF BEING MUGGED	39%	38%	39%	27%	49%	38%	43%	44%	36%	40%	37%	42%	41%	40%	34%	35%
NONE	12%	11%	14%	18%	7%	12%	16%	11%	19%	9%	12%	10%	15%	10%	9%	16%
DON'T KNOW/NO ANSWER	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%

0026592000

G. 53 - WHICH OF VARIOUS FEARS AND ANXIETIES ARE CONCERNS OF YOURS

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M UNDER 10M	10M 20M UNDER 20M	20M 30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
FLYING IN A PLANE	21%	31%	22%	17%	14%	29%	21%	14%	22%	17%	14%
DRIVING A CAR	5%	6%	5%	4%	3%	7%	4%	4%	3%	3%	3%
RIDING IN A CAR	6%	6%	5%	6%	6%	7%	6%	6%	5%	5%	6%
BEING CONFINED IN A SMALL PLACE	20%	21%	22%	19%	19%	21%	20%	20%	19%	20%	19%
BEING IN A LARGE CROWD	10%	11%	12%	9%	9%	12%	10%	10%	11%	11%	8%
HIGH PLACES	32%	33%	33%	34%	29%	32%	32%	32%	30%	33%	30%
BEING IN A VERY DARK PLACE	12%	17%	13%	10%	9%	16%	13%	10%	11%	15%	7%
BEING ALONE IN A HOUSE	9%	9%	10%	8%	8%	8%	10%	8%	7%	12%	4%
RIDING IN AN ELEVATOR	7%	9%	8%	6%	3%	10%	6%	5%	6%	6%	4%
GETTING LOST	12%	16%	14%	11%	7%	16%	13%	8%	13%	12%	8%
MAKING A SPEECH IN PUBLIC	36%	33%	38%	38%	36%	34%	41%	33%	38%	37%	32%
CALLING SOMEONE ON THE TELEPHONE THAT YOU DON'T KNOW	6%	7%	6%	6%	7%	7%	6%	6%	8%	5%	4%
MEETING NEW PEOPLE	6%	7%	7%	5%	5%	6%	6%	5%	8%	5%	6%
ENTERING A ROOM FULL OF PEOPLE	9%	11%	10%	8%	7%	12%	9%	7%	11%	7%	5%
THE PROSPECT OF FAILING AT YOUR JOB	16%	14%	16%	16%	17%	12%	17%	18%	19%	21%	16%
MEETING SOMEONE WHO IS FAMOUS OR VERY IMPORTANT	6%	5%	5%	6%	7%	5%	6%	6%	6%	6%	7%
THE PROSPECT OF BEING CAUGHT IN A FIRE	45%	49%	45%	44%	41%	46%	47%	42%	44%	50%	39%
THE PROSPECT OF DROWNING	38%	38%	40%	39%	34%	38%	41%	34%	35%	47%	33%

Q. 53 - WHICH OF VARIOUS FEARS AND ANXIETIES ARE CONCERNS OF YOURS

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
THE PROSPECT OF BEING MUGGED	39%	43%	39%	36%	37%	43%	37%	37%	33%	45%	34%
NONE	12%	13%	12%	11%	13%	14%	12%	11%	14%	10%	13%
DON'T KNOW/NO ANSWER	*%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%

000265705

Q. 34 - HOW MANY OUT OF FOUR SATURDAYS PEOPLE WOULD PREFER TO SPEND AT PARTIES RATHER THAN AT HOME

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
	HEAVY SMOKERS							-----		
	-----							-----		
	TOTAL	TOTAL	LIGHT	MODER-	TOTAL		40 OR	TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE	NON-	SMOKERS	SMOKED
	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ONE	34%	33%	21%	28%	37%	36%	41%	34%	34%	34%
TWO	21%	23%	23%	24%	22%	23%	18%	20%	19%	21%
THREE	5%	5%	7%	6%	5%	5%	4%	6%	4%	6%
FOUR	10%	12%	16%	13%	11%	11%	12%	8%	7%	9%
NONE	29%	25%	30%	28%	24%	23%	24%	30%	34%	28%
DON'T KNOW/NO ANSWER	1%	1%	3%	1%	1%	1%	1%	2%	2%	1%

9025992030

Q. 54 - HOW MANY OUT OF FOUR SATURDAYS PEOPLE WOULD PREFER TO SPEND AT PARTIES RATHER THAN AT HOME

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
ONE	34%	32%	35%	32%	36%	35%	24%	32%	29%	40%	31%	37%	34%	35%	36%	24%
TWO	21%	25%	18%	21%	21%	21%	16%	23%	24%	21%	17%	24%	25%	22%	16%	14%
THREE	5%	10%	2%	6%	5%	5%	7%	7%	8%	7%	3%	4%	8%	5%	4%	1%
FOUR	10%	16%	5%	11%	8%	10%	9%	15%	11%	9%	10%	8%	11%	11%	8%	6%
NONE	29%	16%	38%	29%	29%	27%	43%	21%	26%	21%	38%	26%	20%	26%	35%	54%
DON'T KNOW/NO ANSWER	1%	1%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	1%	1%	1%

2025992000

Q. 54 - HOW MANY OUT OF FOUR SATURDAYS PEOPLE WOULD PREFER TO SPEND AT PARTIES RATHER THAN AT HOME

	INCOME					FORMAL EDUCATION			OCCUPATION		
		10M	20M	30M		NON	HIGH		BLUE	WHITE	PROF.
	TOTAL	UNDER 10M	UNDER 20M	UNDER 30M	AND OVER	H-S GRAD	SCHOO GRAD	COLLEQ	COLLA	COLLA	& MGR
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ONE	34%	25%	35%	36%	37%	25%	36%	38%	31%	39%	39%
TWO	21%	15%	18%	25%	26%	13%	21%	27%	19%	27%	28%
THREE	5%	3%	6%	5%	7%	4%	5%	7%	6%	9%	4%
FOUR	10%	10%	8%	10%	11%	13%	10%	8%	14%	7%	7%
NONE	29%	46%	30%	22%	18%	44%	28%	18%	29%	18%	21%
DON'T KNOW/NO ANSWER	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%

8045992000

G. 55 - WHICH OF VARIOUS FOODS AND SEASONINGS ARE PARTICULARLY LIKED

S M O K E R S

	S M O K E R S							N O N - S M O K E R S		
	TOTAL TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE		TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
ICE CREAM	74%	67%	69%	72%	64%	63%	67%	78%	73%	80%
CANDY	48%	44%	44%	43%	44%	45%	44%	49%	48%	50%
APPLE PIE	64%	60%	56%	65%	58%	58%	59%	66%	64%	66%
SALTED NUTS	54%	57%	55%	57%	57%	58%	55%	52%	52%	52%
HOT MUSTARD	19%	22%	28%	22%	21%	21%	22%	17%	21%	15%
TABASCO SAUCE	17%	22%	24%	21%	22%	23%	19%	14%	17%	12%
WORCESTERSHIRE SAUCE	24%	29%	31%	28%	28%	28%	29%	21%	22%	21%
HOT PEPPERS	24%	29%	32%	30%	28%	27%	32%	22%	26%	20%
ANCHOVIES	11%	14%	13%	10%	15%	15%	16%	10%	12%	8%
GARLIC	36%	41%	39%	45%	39%	39%	41%	34%	36%	32%
ONIONS	53%	57%	55%	60%	57%	57%	56%	50%	53%	49%
LIVER	35%	38%	39%	39%	38%	37%	41%	34%	39%	31%
OYSTERS	30%	32%	32%	32%	32%	32%	32%	29%	34%	26%
SWEETBREADS	28%	31%	28%	33%	30%	30%	29%	26%	25%	27%
NONE	1%	2%	2%	2%	3%	2%	5%	1%	1%	1%
DON'T KNOW/NO ANSWER	*%	*%	-%	1%	-%	-%	-%	*%	*%	*%

6025992000

Q. 55 - WHICH OF VARIOUS FOODS AND SEASONINGS ARE PARTICULARLY LIKED

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
ICE CREAM	74%	75%	74%	76%	72%	73%	84%	67%	76%	76%	74%	69%	72%	72%	80%	74%
CANDY	48%	48%	48%	42%	53%	47%	54%	34%	50%	48%	47%	46%	46%	47%	54%	40%
APPLE PIE	64%	61%	66%	67%	61%	64%	63%	56%	66%	66%	61%	62%	60%	64%	76%	52%
SALTED NUTS	54%	54%	54%	55%	52%	54%	51%	44%	49%	57%	54%	56%	52%	54%	60%	44%
HOT MUSTARD	19%	18%	19%	22%	16%	18%	23%	13%	21%	17%	17%	23%	20%	18%	19%	16%
TABASCO SAUCE	17%	17%	17%	20%	14%	16%	24%	20%	14%	14%	17%	23%	18%	16%	19%	10%
WORCESTERSHIRE SAUCE	24%	24%	23%	25%	23%	24%	25%	11%	21%	22%	27%	24%	23%	23%	29%	15%
HOT PEPPERS	24%	26%	23%	29%	20%	22%	32%	47%	29%	19%	24%	27%	26%	22%	24%	23%
ANCHOVIES	11%	9%	13%	14%	9%	11%	10%	14%	18%	9%	9%	11%	15%	11%	9%	3%
GARLIC	36%	36%	36%	34%	37%	36%	35%	34%	43%	33%	30%	41%	44%	33%	33%	19%
ONIONS	53%	48%	56%	54%	52%	51%	67%	43%	53%	50%	56%	51%	54%	48%	57%	51%
LIVER	35%	28%	41%	39%	32%	34%	52%	26%	30%	37%	42%	28%	34%	33%	40%	40%
OYSTERS	30%	25%	33%	37%	23%	30%	31%	21%	26%	25%	38%	27%	26%	29%	40%	24%
SWEETBREADS	28%	34%	24%	29%	27%	27%	37%	28%	23%	29%	32%	25%	24%	27%	35%	29%
NONE	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	2%	1%	3%
DON'T KNOW/NO ANSWER	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

0125992000

Q. 55 - WHICH OF VARIOUS FOODS AND SEASONINGS ARE PARTICULARLY LIKED

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR	
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
ICE CREAM	74%	78%	72%	76%	70%	75%	74%	74%	74%	74%	71%
CANDY	48%	47%	48%	51%	44%	49%	51%	44%	47%	47%	42%
APPLE PIE	64%	64%	67%	65%	58%	65%	66%	60%	65%	63%	63%
SALTED NUTS	54%	48%	55%	57%	53%	51%	55%	55%	54%	56%	57%
HOT MUSTARD	19%	16%	19%	19%	22%	17%	18%	21%	20%	16%	25%
TABASCO SAUCE	17%	14%	16%	19%	17%	16%	16%	18%	20%	14%	21%
WORCESTERSHIRE SAUCE	24%	21%	26%	23%	25%	19%	23%	27%	25%	25%	25%
HOT PEPPERS	24%	27%	25%	22%	23%	27%	21%	25%	30%	21%	24%
ANCHOVIES	11%	10%	12%	10%	13%	11%	9%	13%	12%	7%	15%
GARLIC	36%	34%	37%	37%	36%	34%	35%	38%	39%	35%	38%
ONIONS	53%	56%	56%	52%	46%	57%	52%	50%	57%	49%	50%
LIVER	35%	41%	40%	33%	29%	38%	36%	32%	37%	32%	32%
OYSTERS	30%	29%	33%	28%	29%	30%	27%	33%	30%	24%	32%
SWEETBREADS	28%	30%	28%	30%	23%	30%	29%	25%	31%	28%	22%
NONE	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%
DON'T KNOW/NO ANSWER	*%	-%	*%	*%	*%	-%	-%	*%	-%	-%	1%

1125992000

Source: <https://www.industrydocuments.ucsf.edu/docs/nhkk0000>

346

Q. 56 - HOW OFTEN EAT BETWEEN MEALS

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE- MALE	WHITE	BLACK	HIS- PAN- IC	NORTH- EAST	MID- WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
ALMOST EVERY DAY	36%	39%	34%	37%	36%	36%	37%	36%	37%	35%	37%	36%	34%	35%	42%	37%
NOW AND THEN	36%	38%	34%	34%	37%	35%	39%	39%	40%	37%	34%	33%	37%	37%	33%	34%
RARELY OR NEVER	28%	22%	32%	29%	27%	28%	24%	25%	24%	28%	29%	31%	29%	28%	25%	30%
DON'T KNOW/NO ANSWER	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	1%	-%	*%	-%	*%	-%

000265713

Q. 56 - HOW OFTEN EAT BETWEEN MEALS

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
		*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
ALMOST EVERY DAY	36%	34%	37%	39%	35%	39%	35%	36%	40%	35%	32%
NOW AND THEN	36%	40%	35%	34%	34%	34%	37%	36%	33%	42%	38%
RARELY OR NEVER	28%	26%	28%	27%	30%	27%	28%	28%	27%	23%	30%
DON'T KNOW/NO ANSWER	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%

0002665714

Q.57 - NUMBER OF FLIGHTS MADE ON COMMERCIAL AIRLINES IN LAST YEAR
(ASKED OF ALL RESPONDENTS)

	TOTAL			SMOKERS			NON-SMOKERS		
	1982	1980	1978	1982	1980	1978	1982	1980	1978
NUMBER OF RESPONDENTS	2500	2512	2511	812	915	920	1688	1597	1591
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	%	%	%	%	%	%	%	%	%
NONE	72	71	71	73	73	76	71	70	68
ONE TO THREE	19	20	20	16	18	18	20	21	22
FOUR TO NINE	6	6	6	6	6	4	6	6	6
TEN OR MORE	3	2	2	4	2	2	3	3	2
DON'T KNOW/NO ANSWER	*	1	1	*	1	*	*	1	1

* LESS THAN .5 PERCENT

0002665715

0002665716

S M O K E R S										N O N - S M O K E R S	
-----										-----	
MODER- TOTAL										TOTAL	
ATE HEAVY										NON-	
SMOKERS 20 - 39 MORE										SMOKERS	
SMOKERS 40 OR										EX- NEVER	
TOTAL SMOKERS										SMOKED	
-----										-----	
TOTAL RESPONDENTS										TOTAL	
2500	812	87	200	520	400	120	1688	599	1088	100%	100%
72%	73%	71%	73%	74%	73%	74%	71%	70%	71%		
ONE TO THREE	19%	16%	13%	16%	17%	18%	15%	20%	21%		
FOUR TO NINE	6%	6%	11%	5%	6%	6%	6%	7%	6%		
TEN OR MORE	3%	4%	2%	5%	3%	3%	5%	3%	2%		
DON'T KNOW/NO ANSWER	*%	*%	2%	1%	-%	-%	-%	*%	*%		

Q. 37 - NUMBER OF FLIGHTS MADE ON COMMERCIAL AIRLINES IN LAST YEAR

G. 57 - NUMBER OF FLIGHTS MADE ON COMMERCIAL AIRLINES IN LAST YEAR

	AGE			SEX	RACE			GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
NONE	72%	71%	72%	68%	75%	70%	87%	80%	73%	73%	75%	62%	64%	71%	77%	91%
ONE TO THREE	19%	20%	18%	20%	18%	20%	8%	14%	20%	19%	15%	24%	24%	19%	15%	7%
FOUR TO NINE	6%	7%	6%	7%	5%	6%	3%	4%	4%	7%	6%	9%	8%	7%	5%	2%
TEN OR MORE	3%	2%	3%	5%	1%	3%	1%	2%	3%	1%	4%	4%	4%	3%	3%	-%
DON'T KNOW/NO ANSWER	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	1%	1%	1%	*%	*%	-%

2125992000

Q. 57 - NUMBER OF FLIGHTS MADE ON COMMERCIAL AIRLINES IN LAST YEAR

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
NONE	72%	88%	78%	70%	51%	88%	78%	54%	81%	61%	49%
ONE TO THREE	19%	10%	17%	20%	28%	10%	18%	27%	13%	26%	29%
FOUR TO NINE	6%	2%	4%	7%	12%	2%	3%	12%	4%	8%	12%
TEN OR MORE	3%	1%	1%	3%	8%	1%	1%	7%	1%	4%	10%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

000265718

Q.58 - NUMBER OF TIMES EATEN MEAL IN RESTAURANT DURING LAST MONTH

	TOTAL			SMOKERS			NON-SMOKERS		
	1982	1980	1978	1982	1980	1978	1982	1980	1978
NUMBER OF RESPONDENTS	2500 100%	2512 100%	2511 100%	812 100%	915 100%	920 100%	1688 100%	1597 100%	1591 100%
	%	%	%	%	%	%	%	%	%
NONE	18	20	18	20	18	16	17	20	19
ONE TO THREE	40	36	34	40	35	35	40	37	34
FOUR TO NINE	28	26	26	24	27	24	30	25	28
TEN OR MORE	14	18	21	16	19	23	13	17	19
DON'T KNOW/NO ANSWER	*	1	1	*	1	1	*	1	1

* LESS THAN .5 PERCENT

0002665719

G. 5B - NUMBER OF TIMES EATEN DINNER OR SUPPER IN RESTAURANT DURING LAST MONTH

S M O K E R S

	S M O K E R S							N O N - S M O K E R S		
	TOTAL	LIGHT	MODER-	TOTAL	HEAVY	40 OR		TOTAL	EX-	NEVER
	TOTAL	SMOKERS	ATE	SMOKERS	SMOKERS	20 - 39	MORE	NON-	SMOKERS	SMOKED
	SMOKERS		SMOKERS					SMOKERS		
=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NONE	18%	20%	24%	20%	20%	20%	22%	17%	16%	17%
ONE TO THREE	40%	40%	40%	43%	39%	39%	37%	40%	38%	41%
FOUR TO NINE	28%	24%	20%	25%	24%	25%	20%	30%	30%	29%
TEN OR MORE	14%	16%	16%	13%	17%	16%	21%	13%	15%	12%
DON'T KNOW/NO ANSWER	*%	*%	-%	1%	*%	*%	-%	*%	*%	*%

0002665720

G. 58 - NUMBER OF TIMES EATEN DINNER OR SUPPER IN RESTAURANT DURING LAST MONTH

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
NONE	18%	13%	22%	18%	18%	14%	44%	30%	24%	13%	21%	12%	20%	12%	15%	35%
ONE TO THREE	40%	41%	39%	38%	42%	40%	40%	44%	42%	39%	37%	45%	41%	41%	39%	37%
FOUR TO NINE	28%	30%	26%	28%	27%	30%	12%	16%	23%	31%	27%	30%	26%	31%	28%	22%
TEN OR MORE	14%	15%	13%	16%	12%	15%	4%	9%	11%	17%	15%	12%	12%	15%	17%	6%
DON'T KNOW/NO ANSWER	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	1%	*%	1%	-%	*%	-%

1225992000

Q. 58 - NUMBER OF TIMES EATEN DINNER OR SUPPER IN RESTAURANT DURING LAST MONTH

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	10M	20M	30M	AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MOR
	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
TOTAL RESPONDENTS	2500	550	693	623	614	663	897	940	674	416	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NONE	18%	39%	18%	12%	6%	36%	16%	8%	22%	7%	7%
ONE TO THREE	40%	40%	43%	40%	37%	36%	43%	40%	41%	44%	33%
FOUR TO NINE	28%	15%	26%	32%	37%	18%	28%	35%	25%	31%	35%
TEN OR MORE	14%	5%	12%	16%	21%	9%	13%	17%	11%	17%	25%
DON'T KNOW/NO ANSWER	*%	1%	-%	*%	*%	*%	*%	*%	1%	-%	*%

2245992000

Q. 59 - HOW OFTEN READ VARIOUS MAGAZINES

S M O K E R S

	S M O K E R S							N O N - S M O K E R S		
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
READER'S DIGEST										
REGULARLY	21%	18%	15%	15%	20%	19%	21%	22%	24%	21%
NOW AND THEN	37%	38%	39%	37%	38%	38%	38%	36%	35%	37%
NEVER	42%	44%	46%	47%	42%	43%	41%	41%	40%	41%
DON'T KNOW/NO ANSWER	1%	*%	-%	1%	-%	-%	-%	1%	1%	1%
PEOPLE										
REGULARLY	6%	7%	7%	6%	7%	7%	6%	6%	7%	6%
NOW AND THEN	31%	31%	40%	28%	30%	30%	31%	31%	28%	33%
NEVER	62%	62%	53%	65%	62%	62%	63%	62%	65%	60%
DON'T KNOW/NO ANSWER	1%	*%	-%	1%	*%	1%	-%	1%	1%	1%
TV GUIDE										
REGULARLY	26%	30%	30%	26%	31%	31%	29%	24%	27%	22%
NOW AND THEN	25%	25%	29%	25%	25%	25%	22%	25%	22%	26%
NEVER	49%	45%	41%	49%	45%	43%	48%	51%	51%	50%
DON'T KNOW/NO ANSWER	1%	*%	-%	1%	-%	-%	-%	1%	1%	1%

0002665723

Q. 59 - HOW OFTEN READ VARIOUS MAGAZINES

S M O K E R S

	S M O K E R S							N O N - S M O K E R S		
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
U. S. NEWS & WORLD REPORT										
REGULARLY	8%	7%	9%	5%	7%	6%	12%	8%	8%	9%
NOW AND THEN	23%	22%	16%	26%	22%	21%	26%	24%	26%	22%
NEVER	68%	70%	74%	68%	70%	72%	62%	67%	65%	68%
DON'T KNOW/NO ANSWER	1%	1%	1%	2%	1%	1%	-%	1%	1%	1%
SPORTS ILLUSTRATED										
REGULARLY	7%	8%	13%	11%	6%	6%	8%	7%	8%	6%
NOW AND THEN	21%	21%	17%	19%	22%	23%	17%	21%	23%	20%
NEVER	71%	71%	70%	69%	72%	70%	75%	71%	69%	72%
DON'T KNOW/NO ANSWER	1%	*%	-%	1%	*%	*%	-%	1%	1%	2%
TIME										
REGULARLY	11%	11%	11%	10%	11%	9%	18%	11%	12%	11%
NOW AND THEN	32%	33%	30%	35%	33%	33%	32%	32%	32%	31%
NEVER	56%	56%	57%	55%	56%	57%	51%	56%	56%	57%
DON'T KNOW/NO ANSWER	1%	*%	1%	1%	*%	*%	-%	1%	*%	1%

0002665724

Q. 59 - HOW OFTEN READ VARIOUS MAGAZINES

S M O K E R S

HEAVY SMOKERS

N O N - S M O K E R S

	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS			SMOKERS	SMOKERS	SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
NEWSWEEK										
REGULARLY	10%	11%	9%	10%	11%	10%	13%	9%	10%	9%
NOW AND THEN	30%	28%	28%	32%	27%	28%	26%	31%	31%	30%
NEVER	59%	60%	61%	55%	61%	61%	61%	59%	58%	59%
DON'T KNOW/NO ANSWER	1%	1%	2%	2%	*%	1%	-%	1%	1%	2%

000265725

Q. 59 - HOW OFTEN READ VARIOUS MAGAZINES

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
READER'S DIGEST																
REGULARLY	21%	13%	26%	19%	22%	22%	10%	17%	14%	23%	21%	26%	18%	21%	24%	21%
NOW AND THEN	37%	39%	35%	36%	38%	37%	37%	30%	35%	38%	39%	34%	37%	37%	39%	33%
NEVER	42%	47%	38%	45%	39%	40%	51%	53%	50%	39%	40%	40%	44%	42%	37%	46%
DON'T KNOW/NO ANSWER	1%	1%	*%	1%	1%	*%	2%	-%	1%	*%	1%	1%	1%	*%	*%	*%
PEOPLE																
REGULARLY	6%	8%	5%	5%	7%	6%	7%	6%	6%	7%	7%	4%	7%	7%	4%	5%
NOW AND THEN	31%	39%	25%	28%	34%	31%	32%	24%	30%	34%	28%	32%	36%	30%	29%	20%
NEVER	62%	52%	70%	67%	58%	62%	59%	70%	63%	58%	65%	62%	57%	62%	66%	75%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	2%	-%	1%	1%	1%	1%	1%	*%	1%	-%
TV GUIDE																
REGULARLY	26%	30%	23%	24%	27%	25%	33%	30%	25%	27%	23%	30%	29%	21%	28%	23%
NOW AND THEN	25%	29%	22%	26%	24%	23%	32%	26%	30%	25%	24%	19%	28%	19%	23%	33%
NEVER	49%	40%	55%	49%	49%	51%	35%	44%	45%	47%	52%	51%	42%	59%	48%	44%
DON'T KNOW/NO ANSWER	1%	1%	*%	*%	1%	1%	1%	-%	-%	1%	1%	*%	1%	*%	*%	-%

9245992000

G. 59 - HOW OFTEN READ VARIOUS MAGAZINES

	AGE			SEX		RACE			GEOGRAPHIC REGION				MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500	1042	1458	1186	1314	2173	271	117	575	675	800	450	925	775	550	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
U. S. NEWS & WORLD REPORT																

REGULARLY	8%	5%	10%	10%	6%	8%	8%	9%	6%	8%	9%	9%	8%	9%	8%	5%
NOW AND THEN	23%	23%	23%	29%	17%	24%	15%	10%	20%	24%	22%	27%	22%	26%	26%	15%
NEVER	68%	70%	66%	60%	75%	67%	74%	81%	73%	67%	68%	63%	69%	65%	65%	80%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	2%	-%	2%	1%	1%	4%	2%	1%	1%	-%
SPORTS ILLUSTRATED																

REGULARLY	7%	10%	5%	14%	2%	7%	13%	12%	7%	7%	8%	6%	8%	7%	7%	6%
NOW AND THEN	21%	27%	17%	30%	13%	21%	22%	20%	21%	21%	21%	21%	21%	21%	21%	21%
NEVER	71%	62%	77%	55%	85%	71%	64%	68%	71%	71%	70%	72%	69%	71%	71%	73%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	4%	1%	-%
TIME																

REGULARLY	11%	12%	11%	14%	9%	11%	10%	14%	10%	12%	10%	14%	14%	10%	11%	4%
NOW AND THEN	32%	38%	28%	36%	29%	33%	26%	23%	29%	37%	28%	36%	33%	35%	31%	22%
NEVER	56%	49%	61%	50%	62%	55%	62%	63%	60%	51%	61%	50%	52%	54%	57%	74%
DON'T KNOW/NO ANSWER	1%	1%	4%	4%	1%	1%	1%	-%	1%	4%	1%	4%	1%	4%	1%	-%

2225992000

Q. 59 - HOW OFTEN READ VARIOUS MAGAZINES

	AGE			SEX		RACE		GEOGRAPHIC REGION					MARKET SIZE			
	TOTAL	UNDER 35	35 AND OVER	MALE	FE-MALE	WHITE	BLACK	HIS-PAN-IC	NORTH-EAST	MID-WEST	SOUTH	WEST	A	B	C	D
TOTAL RESPONDENTS	2500 100%	1042 100%	1458 100%	1186 100%	1314 100%	2173 100%	271 100%	117 100%	575 100%	675 100%	800 100%	450 100%	925 100%	775 100%	550 100%	250 100%
NEWSWEEK																
REGULARLY	10%	11%	9%	12%	7%	10%	7%	9%	7%	11%	10%	11%	11%	10%	9%	4%
NOW AND THEN	30%	33%	28%	35%	26%	31%	23%	21%	26%	35%	26%	35%	30%	31%	32%	22%
NEVER	59%	54%	62%	52%	65%	57%	69%	68%	65%	53%	63%	53%	57%	58%	58%	74%
DON'T KNOW/NO ANSWER	1%	2%	1%	1%	1%	1%	2%	3%	2%	1%	2%	*%	2%	1%	1%	-%

8245992000

G. 59 - HOW OFTEN READ VARIOUS MAGAZINES

	INCOME					FORMAL EDUCATION			OCCUPATION		
	TOTAL	UNDER 10M	10M UNDER 20M	20M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
READER'S DIGEST											
REGULARLY	21%	16%	19%	24%	23%	15%	22%	24%	15%	20%	22%
NOW AND THEN	37%	34%	41%	38%	36%	32%	40%	37%	37%	44%	36%
NEVER	42%	50%	40%	37%	41%	53%	38%	38%	47%	35%	41%
DON'T KNOW/NO ANSWER	1%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%
PEOPLE											
REGULARLY	6%	5%	5%	7%	8%	4%	8%	6%	5%	8%	7%
NOW AND THEN	31%	24%	32%	34%	33%	22%	31%	37%	31%	42%	32%
NEVER	62%	71%	61%	58%	59%	73%	61%	56%	63%	50%	60%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%
TV GUIDE											
REGULARLY	26%	24%	30%	26%	21%	27%	30%	21%	29%	27%	19%
NOW AND THEN	25%	28%	28%	22%	20%	26%	27%	21%	27%	29%	20%
NEVER	49%	47%	42%	50%	58%	47%	42%	57%	43%	44%	60%
DON'T KNOW/NO ANSWER	1%	*%	1%	1%	*%	*%	*%	1%	*%	-%	1%

6245992000

Q. 59 - HOW OFTEN READ VARIOUS MAGAZINES

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	10M UNDER 10M	20M UNDER 20M	30M UNDER 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOO GRAD	COLLEQ	BLUE COLLA	WHITE COLLA	PROF. & MOR
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
U. S. NEWS & WORLD REPORT											
REGULARLY	8%	4%	5%	8%	14%	4%	6%	12%	5%	6%	15%
NOW AND THEN	23%	13%	23%	26%	30%	13%	19%	34%	22%	28%	32%
NEVER	68%	82%	71%	65%	55%	82%	74%	52%	73%	66%	51%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%
SPORTS ILLUSTRATED											
REGULARLY	7%	5%	9%	8%	8%	6%	6%	9%	11%	7%	9%
NOW AND THEN	21%	17%	19%	24%	24%	14%	22%	25%	25%	23%	24%
NEVER	71%	78%	71%	68%	67%	78%	72%	65%	64%	70%	65%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
TIME											
REGULARLY	11%	5%	9%	12%	18%	5%	9%	18%	9%	11%	21%
NOW AND THEN	32%	23%	29%	36%	40%	20%	31%	42%	28%	41%	41%
NEVER	56%	71%	61%	51%	42%	75%	60%	39%	62%	49%	37%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%

00265730

Q. 59 - HOW OFTEN READ VARIOUS MAGAZINES

	INCOME				FORMAL EDUCATION			OCCUPATION			
	TOTAL	UNDER 10M	10M 20M	20M 30M	30M AND OVER	NON H-S GRAD	HIGH SCHOOL GRAD	COLLEGE	BLUE COLLA	WHITE COLLA	PROF. & MGR
TOTAL RESPONDENTS	2500 100%	550 100%	693 100%	623 100%	614 100%	663 100%	897 100%	940 100%	674 100%	416 100%	428 100%
NEWSWEEK											
REGULARLY	10%	4%	7%	10%	18%	4%	7%	16%	8%	9%	20%
NOW AND THEN	30%	21%	27%	33%	38%	19%	28%	39%	28%	38%	37%
NEVER	59%	73%	65%	56%	43%	75%	64%	43%	63%	53%	41%
DON'T KNOW/NO ANSWER	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%

1E25992000

Q. 60 - MARITAL STATUS

	S M O K E R S							N O N - S M O K E R S		
	-----							-----		
	HEAVY SMOKERS									
	-----							-----		
	TOTAL	LIGHT	MODER-	TOTAL		40 OR		TOTAL	EX-	NEVER
	SMOKERS	SMOKERS	ATE	HEAVY	20 - 39	MORE		NON-	SMOKERS	SMOKED
	=====	=====	=====	=====	=====	=====		=====	=====	=====
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MARRIED	61%	58%	43%	51%	63%	63%	62%	62%	71%	57%
SINGLE	23%	25%	34%	35%	19%	21%	15%	22%	14%	27%
WIDOWED	8%	5%	10%	3%	5%	4%	7%	9%	9%	10%
SEPARATED	2%	3%	6%	3%	3%	3%	3%	1%	1%	1%
DIVORCED	6%	9%	7%	9%	9%	9%	12%	5%	6%	5%
NO ANSWER	*%	*%	-%	-%	*%	-%	1%	*%	-%	*%

000265732

Q. 61 - WHETHER HAVE CHILDREN UNDER AGE 18

S M O K E R S

S M O K E R S										N O N - S M O K E R S	

Q. 62 - EDUCATIONAL LEVEL

[illegible]

00002665734

Q. 63A, B, C - EMPLOYMENT STATUS AND OCCUPATION

S M O K E R S									
H E A V Y S M O K E R S					N O N - S M O K E R S				
MODER- TOTAL H E A V Y S M O K E R S 20 - 39 M O R E					TOTAL N O N - S M O K E R S E X - N E V E R S M O K E D				
TOTAL	MODER- TOTAL	MODER- TOTAL	MODER- TOTAL	MODER- TOTAL	TOTAL	MODER- TOTAL	MODER- TOTAL	MODER- TOTAL	MODER- TOTAL
40 OR M O R E	40 OR M O R E	40 OR M O R E	40 OR M O R E	40 OR M O R E	40 OR M O R E	40 OR M O R E	40 OR M O R E	40 OR M O R E	40 OR M O R E
120	400	520	200	87	1688	599	1088	100X	100X
100X	100X	100X	100X	100X	100X	100X	100X	100X	100X
48%	51%	44%	47%	54%	61%	46%	49%	45%	45%
PART-TIME	PART-TIME	PART-TIME	PART-TIME	PART-TIME	PART-TIME	PART-TIME	PART-TIME	PART-TIME	PART-TIME
13%	12%	17%	17%	9%	10%	8%	10%	15%	15%
EXECUTIVE/PROFESSIONAL	EXECUTIVE/PROFESSIONAL	EXECUTIVE/PROFESSIONAL	EXECUTIVE/PROFESSIONAL	EXECUTIVE/PROFESSIONAL	EXECUTIVE/PROFESSIONAL	EXECUTIVE/PROFESSIONAL	EXECUTIVE/PROFESSIONAL	EXECUTIVE/PROFESSIONAL	EXECUTIVE/PROFESSIONAL
17%	14%	10%	12%	16%	14%	20%	19%	20%	18%
TOP MANAGEMENT, TOP TALENT AND MAJOR PROFESSIONAL	TOP MANAGEMENT, TOP TALENT AND MAJOR PROFESSIONAL	TOP MANAGEMENT, TOP TALENT AND MAJOR PROFESSIONAL	TOP MANAGEMENT, TOP TALENT AND MAJOR PROFESSIONAL	TOP MANAGEMENT, TOP TALENT AND MAJOR PROFESSIONAL	TOP MANAGEMENT, TOP TALENT AND MAJOR PROFESSIONAL	TOP MANAGEMENT, TOP TALENT AND MAJOR PROFESSIONAL	TOP MANAGEMENT, TOP TALENT AND MAJOR PROFESSIONAL	TOP MANAGEMENT, TOP TALENT AND MAJOR PROFESSIONAL	TOP MANAGEMENT, TOP TALENT AND MAJOR PROFESSIONAL
4%	3%	3%	4%	3%	4%	5%	4%	4%	4%
EXECUTIVE, ADMINI- STRATIVE, LESSER PROFESSIONAL	EXECUTIVE, ADMINI- STRATIVE, LESSER PROFESSIONAL	EXECUTIVE, ADMINI- STRATIVE, LESSER PROFESSIONAL	EXECUTIVE, ADMINI- STRATIVE, LESSER PROFESSIONAL	EXECUTIVE, ADMINI- STRATIVE, LESSER PROFESSIONAL	EXECUTIVE, ADMINI- STRATIVE, LESSER PROFESSIONAL	EXECUTIVE, ADMINI- STRATIVE, LESSER PROFESSIONAL	EXECUTIVE, ADMINI- STRATIVE, LESSER PROFESSIONAL	EXECUTIVE, ADMINI- STRATIVE, LESSER PROFESSIONAL	EXECUTIVE, ADMINI- STRATIVE, LESSER PROFESSIONAL
9%	8%	2%	6%	9%	8%	12%	10%	9%	11%
OWNER--SMALL RETAIL OR BUSINESS	OWNER--SMALL RETAIL OR BUSINESS	OWNER--SMALL RETAIL OR BUSINESS	OWNER--SMALL RETAIL OR BUSINESS	OWNER--SMALL RETAIL OR BUSINESS	OWNER--SMALL RETAIL OR BUSINESS	OWNER--SMALL RETAIL OR BUSINESS	OWNER--SMALL RETAIL OR BUSINESS	OWNER--SMALL RETAIL OR BUSINESS	OWNER--SMALL RETAIL OR BUSINESS
3%	3%	3%	3%	3%	3%	3%	3%	5%	2%
FARMERS (OWNERS AND MANAGERS)	FARMERS (OWNERS AND MANAGERS)	FARMERS (OWNERS AND MANAGERS)	FARMERS (OWNERS AND MANAGERS)	FARMERS (OWNERS AND MANAGERS)	FARMERS (OWNERS AND MANAGERS)	FARMERS (OWNERS AND MANAGERS)	FARMERS (OWNERS AND MANAGERS)	FARMERS (OWNERS AND MANAGERS)	FARMERS (OWNERS AND MANAGERS)
1%	*%	1%	-%	*%	1%	1%	1%	1%	1%
WHITE COLLAR	WHITE COLLAR	WHITE COLLAR	WHITE COLLAR	WHITE COLLAR	WHITE COLLAR	WHITE COLLAR	WHITE COLLAR	WHITE COLLAR	WHITE COLLAR
17%	17%	21%	18%	17%	17%	16%	15%	17%	17%
TECHNICIANS, MINOR ADMINISTRATIVE	TECHNICIANS, MINOR ADMINISTRATIVE	TECHNICIANS, MINOR ADMINISTRATIVE	TECHNICIANS, MINOR ADMINISTRATIVE	TECHNICIANS, MINOR ADMINISTRATIVE	TECHNICIANS, MINOR ADMINISTRATIVE	TECHNICIANS, MINOR ADMINISTRATIVE	TECHNICIANS, MINOR ADMINISTRATIVE	TECHNICIANS, MINOR ADMINISTRATIVE	TECHNICIANS, MINOR ADMINISTRATIVE
5%	5%	6%	6%	5%	7%	5%	5%	5%	5%
WHITE COLLAR, CLERI- CAL (NON-SUPERVISORY)	WHITE COLLAR, CLERI- CAL (NON-SUPERVISORY)	WHITE COLLAR, CLERI- CAL (NON-SUPERVISORY)	WHITE COLLAR, CLERI- CAL (NON-SUPERVISORY)	WHITE COLLAR, CLERI- CAL (NON-SUPERVISORY)	WHITE COLLAR, CLERI- CAL (NON-SUPERVISORY)	WHITE COLLAR, CLERI- CAL (NON-SUPERVISORY)	WHITE COLLAR, CLERI- CAL (NON-SUPERVISORY)	WHITE COLLAR, CLERI- CAL (NON-SUPERVISORY)	WHITE COLLAR, CLERI- CAL (NON-SUPERVISORY)
7%	7%	10%	7%	7%	5%	7%	5%	8%	8%
SALESMEN	SALESMEN	SALESMEN	SALESMEN	SALESMEN	SALESMEN	SALESMEN	SALESMEN	SALESMEN	SALESMEN
5%	5%	5%	6%	5%	5%	4%	5%	4%	4%

0002665735

G. 63A, B, C - EMPLOYMENT STATUS AND OCCUPATION

S M O K E R S

HEAVY SMOKERS

N O N - S M O K E R S

	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED	
	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL RESPONDENTS										
BLUE COLLAR -----	27%	32%	30%	34%	31%	30%	32%	25%	24%	25%
SKILLED AND SEMI- SKILLED LABOR	15%	18%	15%	20%	18%	18%	17%	14%	14%	14%
UNSKILLED LABOR	5%	6%	7%	9%	5%	5%	6%	5%	3%	6%
SERVICE AND PROTEC- TIVE WORKERS	6%	7%	8%	6%	7%	7%	9%	6%	6%	6%
NO ANSWER	*%	*%	-%	1%	-%	-%	-%	*%	*%	*%
NOT EMPLOYED -----	39%	37%	39%	35%	37%	38%	32%	40%	41%	40%
HOUSEWIFE	16%	16%	17%	11%	17%	18%	14%	17%	14%	18%
UNEMPLOYED	6%	8%	9%	8%	8%	9%	8%	4%	5%	4%
STUDENT	4%	4%	3%	6%	3%	3%	2%	5%	2%	6%
RETIRED	11%	7%	6%	9%	6%	6%	8%	14%	19%	11%
OTHER	1%	2%	3%	1%	2%	3%	-%	1%	2%	1%
NO ANSWER	*%	*%	-%	1%	-%	-%	-%	*%	-%	*%

9825992000

Q. 64 - UNION MEMBERSHIP

S M O K E R S

HEAVY SMOKERS

N O N - S M O K E R S

	TOTAL	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
RESPONDENT BELONGS TO UNION	12%	13%	14%	10%	14%	14%	16%	12%	16%	10%
OTHER FAMILY MEMBER BELONGS TO UNION	12%	12%	9%	14%	12%	11%	14%	12%	10%	14%
NO ONE BELONGS TO UNION	76%	75%	77%	77%	75%	76%	72%	76%	75%	77%
DON'T KNOW/NO ANSWER	1%	*%	-%	1%	*%	-%	1%	1%	1%	1%

000265737

Q. 65.66 - HOUSEHOLD INCOME (CARD SHOWN RESPONDENT)

S M O K E R S

	S M O K E R S							N O N - S M O K E R S		
	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE		TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
UNDER \$5,000	7%	8%	18%	9%	7%	7%	6%	6%	5%	7%
\$5,000-\$6,999	4%	4%	3%	7%	3%	4%	1%	4%	4%	5%
\$7,000-\$9,999	8%	8%	6%	10%	8%	9%	6%	7%	8%	7%
\$10,000-\$14,999	12%	14%	8%	12%	16%	18%	11%	11%	11%	11%
\$15,000-\$19,999	11%	10%	11%	10%	9%	10%	8%	11%	12%	11%
\$20,000-\$24,999	12%	13%	11%	10%	14%	13%	18%	12%	11%	12%
\$25,000-\$29,999	9%	9%	5%	10%	9%	9%	11%	9%	9%	9%
\$30,000-\$34,999	6%	5%	3%	5%	6%	5%	8%	6%	6%	6%
\$35,000 - \$39,999	5%	6%	2%	5%	6%	6%	7%	5%	6%	5%
\$40,000 & OVER	10%	9%	13%	10%	8%	9%	8%	11%	13%	10%
NOT SURE/REFUSED	17%	14%	18%	14%	13%	12%	18%	18%	16%	19%
ESTIMATED AT:										
UNDER \$10,000	3%	3%	2%	5%	3%	3%	3%	3%	4%	3%
\$10,000-\$19,999	5%	4%	5%	4%	4%	4%	5%	5%	5%	5%
\$20,000-\$29,999	4%	3%	5%	4%	2%	2%	3%	5%	4%	6%
\$30,000 & OVER	3%	3%	7%	2%	3%	3%	3%	4%	3%	4%
NO ANSWER	1%	1%	-%	1%	1%	1%	3%	1%	1%	1%

8825992000

S M O K E R S		TOTAL RESPONDENTS									
		CONSOLIDATED FOR BREAKDOWN (REPORTED & ESTIMATED)									
		UNDER \$10,000									
		\$10,000-\$19,999									
		\$20,000-\$29,999									
		\$30,000 & OVER									
		NO ANSWER (NEITHER REPORTED NOR ESTIMATED)									
1%	1%	22%	24%	30%	21%	22%	16%	21%	20%	22%	1%
1%	1%	28%	28%	30%	27%	31%	23%	27%	28%	27%	1%
1%	1%	25%	25%	23%	21%	23%	32%	25%	24%	26%	1%
1%	1%	23%	23%	20%	25%	22%	27%	25%	28%	24%	1%
-%	1%	30%	30%	520	100%	400	120	1688	599	1088	100%
MODER- ATE HEAVY SMOKERS	HEAVY SMOKERS	SMOKERS 20 - 39 MORE	NON- SMOKERS	EX- NEVER SMOKED							
TOTAL		TOTAL									
HEAVY SMOKERS		NON - S M O K E R S									

0.65, 66 - HOUSEHOLD INCOME (CARD SHOWN RESPONDENT)

Q. 67 - AGE OF RESPONDENT (CARD SHOWN RESPONDENT)

S M O K E R S

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS			SMOKERS	SMOKERS	SMOKED
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
17 TO 20	10%	11%	18%	18%	8%	8%	5%	10%	4%	13%
21 TO 24	10%	10%	11%	11%	10%	12%	3%	10%	6%	12%
25 TO 34	21%	23%	29%	23%	23%	24%	19%	20%	20%	21%
35 TO 49	22%	28%	11%	24%	32%	30%	38%	20%	23%	18%
50 TO 59	16%	17%	14%	14%	18%	17%	24%	15%	17%	14%
60 & OVER	20%	10%	16%	11%	9%	9%	10%	25%	30%	22%
REFUSED	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

0002665740

G. 68 - HEIGHT OF RESPONDENT (CARD SHOWN RESPONDENT)

S M O K E R S

HEAVY SMOKERS

N O N - S M O K E R S

	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS			SMOKERS		
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1089 100%
UNDER 4 FT. 10 INCHES	*%	*%	-%	1%	*%	-%	1%	*%	-%	1%
4 FT. 10 IN. TO UNDER 5 FT.	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%
5 FT. TO UNDER 5 FT. 2 IN.	10%	7%	10%	7%	7%	7%	7%	11%	7%	13%
5 FT. 2 IN. TO UNDER 5 FT. 4 IN.	15%	16%	15%	15%	16%	17%	14%	15%	10%	17%
5 FT. 4 IN. TO UNDER 5 FT. 6 IN.	16%	17%	20%	17%	16%	16%	18%	16%	14%	17%
5 FT. 6 IN. TO UNDER 5 FT. 8 IN.	17%	17%	14%	19%	16%	17%	13%	17%	18%	16%
5 FT. 8 IN. TO UNDER 5 FT. 10 IN.	14%	15%	18%	16%	14%	14%	13%	14%	19%	12%
5 FT. 10 IN. TO UNDER 6 FT.	11%	11%	9%	9%	12%	12%	13%	11%	15%	9%
6 FT. TO UNDER 6 FT. 2 IN.	10%	12%	10%	12%	12%	11%	17%	9%	11%	9%
6 FT. 2 IN. TO UNDER 6 FT. 4 IN.	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%
6 FT. 4 IN. OR TALLER	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%
DON'T KNOW/REFUSED	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

000265741

Q. 68 - HEIGHT OF RESPONDENT (CARD SHOWN RESPONDENT)
 BASE: == MALES ==

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
				MODER- ATE SMOKERS	T O T A L H E A V Y S M O K E R S			T O T A L N O N - S M O K E R S	E X - S M O K E R S	N E V E R S M O K E D
	TOTAL SMOKERS	LIGHT SMOKERS			20 - 39	40 OR MORE				
	1186 100%	398 100%	37 100%	103 100%	255 100%	192 100%	63 100%	788 100%	366 100%	422 100%
TOTAL RESPONDENTS										
UNDER 4 FT. 10 INCHES	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
4 FT. 10 IN. TO UNDER 5 FT.	*%	*%	-%	-%	*%	1%	-%	*%	*%	-%
5 FT. TO UNDER 5 FT. 2 IN.	1%	1%	3%	2%	1%	1%	2%	1%	1%	1%
5 FT. 2 IN. TO UNDER 5 FT. 4 IN.	2%	3%	3%	2%	3%	4%	-%	2%	2%	2%
5 FT. 4 IN. TO UNDER 5 FT. 6 IN.	6%	7%	5%	9%	7%	6%	8%	6%	6%	6%
5 FT. 6 IN. TO UNDER 5 FT. 8 IN.	15%	14%	16%	17%	12%	13%	10%	16%	17%	15%
5 FT. 8 IN. TO UNDER 5 FT. 10 IN.	24%	22%	24%	24%	22%	22%	19%	24%	27%	22%
5 FT. 10 IN. TO UNDER 6 FT.	22%	21%	19%	17%	24%	23%	25%	23%	23%	23%
6 FT. TO UNDER 6 FT. 2 IN.	21%	24%	24%	23%	25%	22%	32%	20%	17%	22%
6 FT. 2 IN. TO UNDER 6 FT. 4 IN.	6%	6%	5%	4%	6%	7%	5%	6%	5%	7%
6 FT. 4 IN. OR TALLER	2%	2%	-%	2%	1%	2%	-%	2%	2%	2%
DON'T KNOW/REFUSED	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

0002665742

Q. 68 - HEIGHT OF RESPONDENT (CARD SHOWN RESPONDENT)
 BASE: == FEMALES ==

	S M O K E R S							N O N - S M O K E R S		
				H E A V Y S M O K E R S						
				MODER- ATE SMOKERS	T O T A L H E A V Y S M O K E R S		40 OR MORE	T O T A L N O N - S M O K E R S		
	TOTAL SMOKERS	LIGHT SMOKERS			20 - 39			SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	1314 100%	414 100%	50 100%	97 100%	263 100%	208 100%	57 100%	900 100%	233 100%	666 100%
UNDER 4 FT. 10 INCHES	1%	*%	-%	1%	*%	-%	2%	1%	-%	1%
4 FT. 10 IN. TO UNDER 5 FT.	4%	4%	2%	6%	4%	4%	4%	4%	5%	4%
5 FT. TO UNDER 5 FT. 2 IN.	18%	13%	16%	11%	13%	13%	12%	20%	16%	21%
5 FT. 2 IN. TO UNDER 5 FT. 4 IN.	27%	29%	24%	28%	29%	29%	30%	26%	24%	27%
5 FT. 4 IN. TO UNDER 5 FT. 6 IN.	25%	26%	30%	25%	26%	25%	28%	25%	27%	24%
5 FT. 6 IN. TO UNDER 5 FT. 8 IN.	18%	19%	12%	22%	20%	20%	18%	17%	19%	17%
5 FT. 8 IN. TO UNDER 5 FT. 10 IN.	6%	7%	14%	7%	6%	6%	7%	6%	8%	5%
5 FT. 10 IN. TO UNDER 6 FT.	1%	1%	2%	-%	2%	2%	-%	1%	2%	1%
6 FT. TO UNDER 6 FT. 2 IN.	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%
6 FT. 2 IN. TO UNDER 6 FT. 4 IN.	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%
6 FT. 4 IN. OR TALLER	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
DON'T KNOW/REFUSED	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

0002665743

0.69 - WEIGHT OF RESPONDENT (CARD SHOWN RESPONDENT)

S M O K E R S

N O N - S M O K E R S			

MODER- TOTAL		TOTAL	
ATE HEAVY		NON-	
SMOKERS 20 - 39		SMOKERS	
40 OR MORE		EX- NEVER	
SMOKERS		SMOKED	
-----		-----	

TOTAL RESPONDENTS									
2500	812	87	200	520	400	120	1688	599	1088
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNDER 100 LBS.	1%	1%	-%	1%	2%	1%	5%	1%	1%
100 - 109 LBS.	3%	3%	6%	3%	3%	3%	3%	2%	4%
110 - 119 LBS.	8%	9%	13%	10%	8%	10%	3%	8%	5%
120 - 129 LBS.	11%	11%	9%	12%	11%	11%	8%	10%	8%
130 - 139 LBS.	12%	12%	10%	12%	13%	13%	9%	12%	10%
140 - 149 LBS.	11%	11%	9%	16%	10%	10%	10%	11%	11%
150 - 159 LBS.	11%	12%	10%	16%	11%	11%	13%	10%	12%
160 - 169 LBS.	11%	11%	11%	10%	11%	11%	11%	13%	10%
170 - 179 LBS.	10%	9%	5%	10%	9%	10%	7%	11%	10%
180 - 189 LBS.	7%	7%	8%	4%	8%	7%	8%	8%	9%
190 - 199 LBS.	5%	6%	8%	5%	5%	8%	7%	5%	6%
200 LBS. OR OVER	10%	9%	10%	5%	10%	8%	16%	10%	14%
DON'T KNOW/REFUSED	1%	-%	-%	-%	-%	-%	1%	1%	1%

0002665744

Q. 69 - WEIGHT OF RESPONDENT (CARD SHOWN RESPONDENT)
 BASE: == MALES ==

S M O K E R S

	S M O K E R S							N O N - S M O K E R S		
	TOTAL	TOTAL	LIGHT	MODER- ATE	TOTAL HEAVY	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	1186 100%	398 100%	37 100%	103 100%	255 100%	192 100%	63 100%	788 100%	366 100%	422 100%
UNDER 100 LBS.	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%
100 - 109 LBS.	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%
110 - 119 LBS.	1%	1%	3%	1%	-%	-%	-%	1%	1%	1%
120 - 129 LBS.	2%	3%	-%	3%	3%	4%	2%	2%	2%	2%
130 - 139 LBS.	5%	6%	3%	7%	6%	6%	6%	5%	5%	5%
140 - 149 LBS.	9%	10%	5%	17%	8%	8%	6%	8%	8%	9%
150 - 159 LBS.	13%	17%	16%	21%	15%	16%	13%	11%	12%	11%
160 - 169 LBS.	16%	15%	19%	12%	16%	16%	16%	17%	17%	16%
170 - 179 LBS.	17%	15%	11%	18%	15%	17%	10%	18%	14%	21%
180 - 189 LBS.	12%	10%	11%	5%	11%	11%	11%	13%	13%	14%
190 - 199 LBS.	8%	9%	16%	8%	9%	8%	11%	7%	9%	6%
200 LBS. OR OVER	16%	15%	16%	9%	17%	15%	25%	17%	20%	15%
DON'T KNOW/REFUSED	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%

0002665745

SHOWERS

NON-SMOKERS

TOTAL SMOKERS	LIGHT SMOKERS	MODERATE SMOKERS	TOTAL HEAVY SMOKERS	40 OR MORE	NON-SMOKERS	EX-SMOKERS	NEVER SMOKED
20 - 39							

TOTAL RESPONDENTS

100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1314	414	90	97	263	208	97	900	233	666

UNDER 100 LBS.

96	95	94	93	92	91	90	89	88	87
22	11	11	11	11	33	22	-	22	22

100 - 109 LBS.

9%	17%	20%	19%	17%	19%	7%	14%	10%	15%
----	-----	-----	-----	-----	-----	----	-----	-----	-----

110 - 119 LBS.

8	19	16	22	18	19	16	18	18
---	----	----	----	----	----	----	----	----

120 - 129 LBB.

7%	17%	16%	13%	18%	20%	12%	17%	18%	17%
----	-----	-----	-----	-----	-----	-----	-----	-----	-----

130 - 139 LBS.

3%	13%	12%	14%	13%	13%	14%	13%	15%	12%
----	-----	-----	-----	-----	-----	-----	-----	-----	-----

140 - 149 LBS.

80	81	82	83	84	85	86	87	88	89
----	----	----	----	----	----	----	----	----	----

190 - 651 887

7%	7%	6%	8%	6%	7%	5%	7%	6%	7%
----	----	----	----	----	----	----	----	----	----

160 - 091 - 691 887

44	22	-	1	3	3	4	5	4	6
----	----	---	---	---	---	---	---	---	---

170 - 179 LBS.

XE XE XE XE XE XE XE XE XE XE

180 - 189 - 687

2x 2x 2x 2x 2x 2x 2x 2x 2x 2x

190 - 661 887

4%	2%	6%	1%	2%	1%	5%	5%	4%	5%
----	----	----	----	----	----	----	----	----	----

200 LBS. OR OVER

DO NOT KNOW/REFUSED

%* %I %I %- %- %- %- %- %- %*

SEX

S M O K E R S

	HEAVY SMOKERS							NON - SMOKERS		
	TOTAL	TOTAL SMOKERS	LIGHT SMOKERS	MODER- ATE SMOKERS	TOTAL HEAVY SMOKERS	20 - 39	40 OR MORE	TOTAL NON- SMOKERS	EX- SMOKERS	NEVER SMOKED
TOTAL RESPONDENTS	2500 100%	812 100%	87 100%	200 100%	520 100%	400 100%	120 100%	1688 100%	599 100%	1088 100%
MALE	47%	49%	43%	51%	49%	48%	52%	47%	61%	39%
FEMALE	53%	51%	57%	48%	51%	52%	47%	53%	39%	61%

0002665747

0002665748

[illegible]

RACE

ROPER ORGANIZATION INC. STUDY #243-046

HISPANIC

S M O K E R S

	S M O K E R S				H E A V Y S M O K E R S			N O N - S M O K E R S		
	TOTAL	TOTAL	LIGHT	M O D E R -	TOTAL	20 - 39	40 OR	TOTAL	EX -	NEVER
	SMOKERS	SMOKERS	SMOKERS	ATE	HEAVY		MORE	NON-	SMOKERS	SMOKED
	SMOKERS	SMOKERS	SMOKERS	SMOKERS	SMOKERS			SMOKERS	SMOKERS	SMOKED
TOTAL RESPONDENTS	2500	812	87	200	520	400	120	1688	599	1088
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	5%	4%	3%	5%	4%	4%	5%	5%	4%	5%
NO	95%	95%	97%	95%	94%	95%	92%	94%	95%	94%
NO ANSWER	1%	1%	-%	-%	1%	1%	3%	1%	1%	1%

000265749